

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXI, No. 13 NEW YORK, DECEMBER 28, 1922

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B. A. I. S. 1922 with
N. W. Ayer & Son

Columbia First

THE entire phonograph industry rests on basic patents owned by the Columbia Graphophone Company, of New York.

They made the first usable, practical phonograph. It was called a Graphophone.

They made the first transportable, interchangeable phonograph record.

By producing the modern disc record they relegated to the discard the perishable cylinder wax record which, in our youth, was a wonder of the nth degree.

Finally, in this memorable year of grace, they have brought the phonograph record into its own by tracing Annoying Scratch and Penetrating Scrape —those jinx of melody—to their lair and destroying them, root and branch.

Just as two vigorous pioneers, whose pathways merge, will naturally join forces in the search for the Eldorado beyond the mountains, so Columbia, who has done more for phonographic art and industry than any other factor, has struck hands with this organization, whose "Firsts" in advertising practice have become the standards of resultful service.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

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What does the farmer read?

During the long winter months when the farmer has plenty of extra time on his hands, he thoroughly reads his favorite farm paper.

Two million prosperous farmer families read the Standard Farm Papers.

They get their buying ideas from the advertising pages.

When they go to the city to shop, they ask for the products they know by name.

They will know your product if you send them a message through the Standard Farm Papers.



The Farmer's Wife
Established 1868

Hoard's Dairymen
Established 1878

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Michigan Farmer
Established 1843

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeders' Gazette
Established 1881

The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1879

The Farmer, St. Paul
Established 1882

The American Agriculturist
Established 1842

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
95 Madison Ave.
New York City

Western Representatives:
STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

The Standard Farm Paper Unit

**The Flexible national medium
with local prestige**

A. B. C. Circulation 2,000,000

All Standard Farm Papers are members of the Audit Bureau of Circulations

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXI

NEW YORK, DECEMBER 28, 1922

No. 13

Foreign Travel Advertising Creates Sales Opportunities for American Advertisers

Advertising of Tourist Agencies and Steamship Lines Creates New Wants and Opens New Markets

By Roland Cole

THE reader, absorbed in the particular difficulties of his own selling problem, as many executives are apt to be at this season of the year, may glance at this page and wonder what travel, or the merchandising of travel, has to do with shoes, or underwear, or toothpaste, and wherein a consideration of the travel advertiser's problems will help him to extend and intensify his own distribution among dealers, overcome consumer indifference and vitalize the energy and enthusiasm of his selling force.

"Confound this advertising on foreign travel," he is apt to think. "It makes people restless. They want to and become fired with the desire to make a trip abroad. Thousands of dollars that might be spent for my fountain pens, breakfast food or candy, did these people remain contentedly at home, will now be carried to Europe or South America. Advertisers of foreign travel are actually taking money out of my pocket and are helping to undermine the prosperity of this country. It is an influence that I must oppose and one which every American manufacturer should fight against."

One day last winter a man living in one of the smaller cities of eastern Pennsylvania read an ad-

vertisement in a magazine about a trip to Jamaica. Answering the advertisement he received an illustrated booklet, and not many days thereafter he signed up for the cruise. His wife and boy were to accompany him.

In preparation for the trip they spent close to a thousand dollars for articles they might never have purchased had they stayed at home. A score of American manufacturers profited from the occasion. The items purchased included everything from steamer trunks to binoculars. Besides extra supplies of wearing apparel and toilet accessories, there were steamer wraps and sport clothes, a camera, special stationery, colored eyeglasses, a portable typewriter and phonograph, a sun watch and compass for the boy, a traveler's clock, books for father, mother and son, candy, a kit of drugs, a few canned food products just in case they might be out of reach of food for a day, a thermos bottle, a hot water bottle and an extra supply of smoking tobacco and cigarettes.

It is not an unusual thing for twelve or fourteen trans-Atlantic liners to leave New York on a single day with a combined passenger list of nearly ten thousand people. In addition there are trips to the West Indies, to Central and

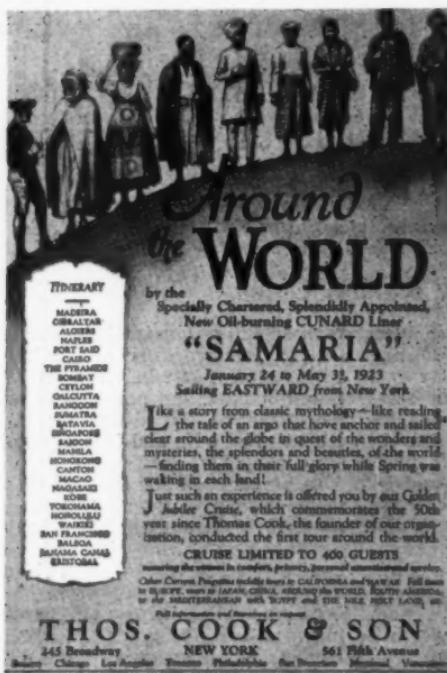
South America, to the east and west coast of Africa and across the Pacific. Just how many times it would be necessary to multiply the expenditures of the man from Pennsylvania by the number of people in this country who regu-

rapidly to larger and larger numbers of people, can harm no one except those who ignorantly oppose it. Rightly understood and encouraged, it may on the other hand directly and indirectly benefit those who at first glance appear to lose business because profitable customers are taken away from their homes for long periods of time.

It is estimated that a million dollars or more is spent each year by the tourist agencies and steamship companies to encourage foreign travel. Every person who buys a trip becomes a customer for merchandise he never would have purchased had he stayed at home. Benefits in increased sales, the results of new wants, flow in all directions. Every American who leaves our shores on a tour or cruise takes American merchandise into new markets and introduces it to people who never saw it before. Travelers, in a commercial sense, become emissaries of American manufacturers and advertise American habits throughout the world. The manufacturer who loses the sale of safety

razor blades or camera film because one of his customers goes off on a trip to Europe may find that the seed for thousands of future sales of his product have been scattered in unheard of places which later bring in an abundant harvest. The Kodak, it is said, was first introduced into Europe by an American tourist, where it was looked upon for a long time with curiosity and suspicion. Today it is possible not only to purchase film but to have it developed in almost every civilized country of the world.

So much by way of introduction. Knowledge of what travel



larly indulge in foreign travel to make a total big enough to be impressive, may be left to the reader's imagination. What is vastly more important to the advertiser of American made goods is for him to look into the subject with an open mind and find out for himself whether the exercise of the travel habit on the part of the public is a benefit or a calamity.

The subject has many interesting sides. Almost every phase of it has a relationship to the sales problems of other manufacturers. Misunderstood or neglected, this travel habit which is spreading so



The advertising for Aladdin Enameled Steel and Aladdin Aluminum Cooking Utensils is prepared by this agency

THE H. K. McCANN COMPANY

Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



advertisers are doing to merchandise the article they have to sell will be helpful to other advertisers because it will suggest to them how they may cash in on travel advertising by a close cooperation with the travel appeal

Abroad—The *Gift Supreme*, and featuring Government-owned ships operated by the United States Lines, Munson, the Admiral-Oriental Line and others.

Foreign travel is at once the hardest and the easiest commodity to sell.

It has been stated that steamship rates alone are a little more than twice as high as they were in 1913. A writer in *World's Work* said recently, "It is the almost unanimous opinion of shipping men and tourist agencies that the high rates make little difference in the amount of travel. Ships are going out daily with all their space taken and the special cruises that are arranged by various agencies are popular. More ships are scheduled for round-the-world trips than ever before, and the cruises to the Mediterranean and to other cruising grounds are taking such ships as the *Mauretania* out of their regular runs. Shipping conditions are not ideal—anything but—and cabin passenger traffic is not so heavy as it was be-

fore the war, but sea travel seems to be more popular than it has been since 1913."

Price is quite naturally an important factor in selling foreign travel. When travel is referred to as a high-priced article the reference contemplates persons of average means. Eight or ten thousand dollars might not be looked upon by a millionaire as a high price for a round-the-world cruise, while two thousand dollars, which is about the lowest rate quoted by the better class of tourist agencies for such a trip, might be regarded as almost prohibitive by a person of moderate

(Continued on page 141)

at times when it will do the most good.

Travel advertisers may be divided into two groups, the tourist agencies like Thomas Cook & Son, Raymond & Whitcomb Co., Frank Tourist Company, the American Express Travel Department, which do not own their own ships; and steamship companies, like the Cunard Steamship Co., the White Star Line, the United Fruit Co., the Holland-American Line and many more. Between these two groups, and partaking of the nature of each, is the United States Shipping Board, now conducting a national advertising campaign on "A Trip

28, 1922

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She is the Salt of the Earth



*The Tradepaper
of the Housewife*

IF you could reach the purchasing agents of
a million homes without waste effort,
wouldn't you do it?

And this is exactly what happens when you sell
via advertising in *Needlecraft Magazine*. For by
virtue of its unique editorial appeal, *Needlecraft*
Magazine's circulation is confined to one earnest,
sincere type of housewife—the Salt of the Earth.

No fluff, no affectation, no holier-than-thou attitude.
Just true American womanhood—seeker of good
values.

*If your merchandise will stand this
test, you'll find *Needlecraft Magazine*'s
million homes a volume outlet!*

**NEEDLECRAFT
MAGAZINE**

*—not a bit of sex
but a lot of woman*

Say It with Dignity

Business Has a Predilection for Formal or Elevated Discourse and Favors Those Who Speak That Language

By William Easton Hyde

ADIGNIFIED man is always an impressive man. The dignity may be assumed or it may be inborn with him, but it never fails to impress. Persons who are cursed with a feeling for comedy, on the other hand, whether high or low—unless, like Chaplin, they happen to earn their living by it—are persons whose path through life is sure to be difficult. For the world of business is made up of serious-minded folk who for the most part frown upon the clown—whether natural born or assumed. That is but natural. Business is a serious-minded affair for serious-minded people. Its speech should be serious and serious-minded. Its advertising should reflect this serious-mindedness. I know of nothing else that will serve.

The writer recently inserted a classified advertisement in a popular weekly trade publication as follows:

WRITER SEEKS CONNECTION

This bird is a wordsmith. He can characterize. He has had published two novels. And a business book. Has edited two trade magazines and served on national weekly. Does salesmanship stuff. Name is in Who's Who. A forceful rooster who is quiet, unassuming. Man for agency or publisher.

This classified advertisement was not written to be funny. Merely, it was couched in language designed to grip the eye and to hold it to the end. Purposely a mixture of colloquialism and clean, brief sentences, the writer believing that he understood the type for which it was intended, the message was sent over without verbosity or grace—just facts expressed in "fact" language. Like one of O. Henry's characters who said he was glad to meet Hank—just that—glad to meet him—my classified ad was a presentation of homely truths that fairly dripped "humaneness"—coat

sagging, trousers bagged, shoestrings actually lashing. What was the result?

It brought me three replies. I shall present them in the order in which they were received.

The first reply came from the Middle West and was written on personal stationery in long hand. It was a highly complimentary epistle. The writer began by telling me at once that he had no job to offer me, but that because my advertisement stood out above the others "like a sore thumb"—his own expression—and the evidence seemed to point to the fact that I was possessed of a sense of humor, he believed I was the man he was seeking to do a job of writing for him—write a speech, to put the matter bluntly. He wanted a sales talk for business gatherings, and later perhaps a series of talks for clubs and societies and the like. But the point I wish to make is that he took me for a humorist—which I probably am—and that he *did not* offer me a position with him—and he a sales manager!

A CLOWN BEFORE COURTIERS

The second reply was something quite different—something quite else. It came from a point nearer than the Middle West and was a dictated letter on agency stationery. There was a sharp, business-like conciseness about it—dignity, if you will. The president of the organization—the letter was from none other—wanted to know many personal things. As I read it I got the impression that it either was not a personal letter—that it was, rather, a form letter sent out to several advertisers in the same weekly—or that the writer of it had not read my advertisement very carefully. At any rate, dignified and quite business-like though it was, it spoke, among other things, of youth as

You can sell
"shoes, and
ships, and seal-
ing wax" in
Brooklyn with-
out using the
Standard Union,
but it won't be as
easy.

R. G. R. Hunsicker

being desirable or necessary, I've forgotten which. I took this viewpoint because I had specifically stated in my advertisement that my name was in Who's Who. Very few names get into that publication whose bearers are young. So the fact that he asked the question gave me to believe that I had given him the "impress of youth"—the opposite of age—and who shall say that age and dignity are not fairly synonymous?—and ruefully I checked his letter against the first letter and was doubly convinced in this matter of dignity. My style had failed to register. I was a clown before courtiers—swine nosing at pearls—uh-huh!

The third reply came along in due time. I was looking for it, because things move in groups of three with me, always. And when it came, it proved to be a curious piece of work. If the writer of that letter went after business in the manner and with the stationery and typewriting with which he came after me, I can readily understand why he needs a man of some sort on his staff. Misspelled, irregularly spaced, smeared, of two sheets, the top sheet a hurried first draft, the second sheet a tenth or twelfth carbon copy—both hooked together in lame phrasing—I say, there was need, and is yet, for a man of my qualifications in that agency. But not for the purposes of which he spoke. I carry no line of business in my trail, nor do I aim to strive to go out and solicit new business, and this was what, in effect, he wanted. So I passed him up, likewise ruefully, for by this time I was convinced beyond a shadow of a doubt that I must do it all over again—that I wasn't getting myself across as I was—and that my next effort must be along decidedly different lines.

A TRIAL OF MORE DIGNIFIED COPY

It occurred to me at first to insert my second advertisement in the same medium that I had used for my first. Then I reflected that the facts which I must dwell upon would be recognized by readers of that medium, even though these facts were put in different

phraseology, and that I would be wasting my money. Writing my classified ad, therefore—adopting a sort of elongated phrasing together with a high school selection of thoughts—I hied me to a different medium with my little advertisement, which ran as follows:

Author having twenty years' experience writing articles, booklets, prospectus papers is open for position. Has written two novels, which have been published, and also a business book. At one time edited two trade journals. Was on editorial staff of national weekly last winter. Has sold many sales articles. Married. Name is in Who's Who. Understands machinery—its design and application. Metropolitan district preferred.

I do not know that I said the above with marked dignity. I do know that it was couched in such language as to warrant nobody reading it to accuse me of having a sense of humor. At any rate, it brought results.

The first letter that reached me was from a company offering me a job as a life insurance solicitor. There! The clown in me will out!—but it's the truth. The writer of the letter evidently sensed that I was a man in need of employment and felt that my experience ought to qualify me estimably for a job as "contact" man on the insurance firing line. Be that as it may, I dropped the letter daintily into the waste basket. Then I sat tight, waiting for the other two to come. As I live, they came—both together—both in important looking envelopes—and each proving to be a regular offer, at a regular salary, of a regular job. I looked them over each in turn and made my selection and now—like the desired ending for all romantic fiction—I am happily married to a payroll and expect to live long and prosper.

But I have learned something. What I've learned I pass along to you for what it may be worth to slingers of English and dabblers in commercial poesy. It is that the commercial and industrial world has a character—a sort of composite type, to be sure—but a definite character, just the same. That character is a person neither

BASEBALL TENNIS TRACK

While we are coasting and skating or playing basket-ball or hockey, the manufacturers of athletic goods are busy making baseballs, bats, gloves, tennis rackets and all other sporting goods for spring and summer use.

Many of these manufacturers have already arranged for their advertising schedules during the coming season in

The Youth's Companion

The boys and girls in our families furnish one of the largest consuming groups for sporting goods and the manufacturers realize the great importance of reaching them.



THE YOUTH'S COMPANION

For All the Family

Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Blvd.

tall and lean, nor short and fat—just middling—who takes life very seriously; goes to the theatre for his laughs; frowns upon levity whenever it appears in business; is wont to tie the can to the clown found on the payroll; is straightforward, sober, a perfect family man; reads little; observes much; likes dignity. In short, Business is a party who appreciates formal or elevated discourse. If you desire to reach Business through the medium of printers' ink you must bear this in mind and be guided accordingly.

There is much more to be said that I cannot well say here. Only whatever you say, be sure to say it with dignity. You will get no results if you say it in any other way.

But, oh, for a period of clowning in Life—in commercial life—in industrial life—in LIFE!

But what's the use?

General Electric Appoints Sterling-McMillan-Nash

Sterling-McMillan-Nash, Inc., New York, has been retained as advertising counsel for the merchandise department of the General Electric Company. The merchandise department is a new division organized by the General Electric Company within the last year. This department will have charge of the marketing of all electrical commodities bearing the trade-mark G. E. that are purchased by the ultimate consumer. The general offices of this department are at Bridgeport, Conn.

"Keen Kutter" Advertising Headquarters at New Haven

All national periodical advertising of the Simmons Hardware Co. "Keen Kutter," cutlery and hardware, which has been placed from St. Louis, will hereafter be handled by the advertising departments of the Winchester-Simmons Co. at its New Haven, Conn., offices. Advertising service for dealers will continue to be handled from the St. Louis branch for the present.

Newspaper Campaign for "Happiness" Candies

A newspaper campaign to advertise "Happiness-in-Every-Box" candies is planned by the United Retail Candy Stores, Inc., Long Island City, N. Y. This account has been placed with Stanley A. Gunnison, Inc., New York advertising agency.

Barron Collier and Cornelius Vanderbilt, Jr., Form Agency

The V-C Advertisers' Service Corporation has been incorporated under the laws of New York State, with offices at New York, to take over the business of the recently inaugurated advertising department of the C-V Newspaper Service and to conduct a general agency business.

Barron Collier is president of the new organization; Cornelius Vanderbilt, Jr., president of the C-V Newspaper Service and a director of the G. Logan Payne Co., and Payne, Burns & Smith, Inc., vice-president; William E. Buckner, treasurer, and Robert Harris, secretary.

Mr. Harris previously had been engaged in newspaper work for more than fifteen years. Edward J. Wheadon has been appointed assistant secretary and account executive. He was formerly with the International Harvester Company and the Columbia Graphophone Company.

The following accounts have been placed with the new agency: United Hotels of America, Charles Marchand & Company, perfumers, Takamine Manufacturing Company, importer and manufacturer of brushes, Ridgways, Incorporated, teas, all of New York, and the Mount Royal Hotel, Montreal.

Ex-Senator Glass Becomes an Owner of St. Louis "Star"

Former United States Senator Frank P. Glass has joined John C. Roberts and Elzey Roberts as an associate in publishing the St. Louis *Star*. Mr. Glass was formerly one of the owners and editors of the Birmingham, Ala., *News*, and one of the owners and for a number of years general manager of the Montgomery *Advertiser*.

He will have an equal interest in the ownership of the *Star* with the Messrs. Roberts, and will actively participate in the direction of the paper, specializing in the editorial departments.

Mr. Glass was president of the American Newspaper Publishers Association from 1918 to 1920.

An "On-to-London" Committee Coming to Advertising Convention

The Thirty Club, an English advertising organization, has appointed an "On-to-London" committee to attend the next annual convention of the Associated Advertising Clubs of the World at Atlantic City, to invite that organization to hold its 1924 convention at London.

Buys Barbour's Rate Sheet Business

The Standard Rate and Data Service, Chicago, has purchased Barbour's Advertising Rate Sheets, Inc.

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*Average
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of the Times
Buffalo November
for 1922*

EVENING

85,852

SUNDAY

100,152

THE BUFFALO TIMES, Inc.

NORMAN E. MACK, Editor and Publisher.

National Representative **VERREE & CONKLIN** New York, Chicago,
Detroit, San Francisco

WILLIAM ALLEN WHITE, in this week's *Collier's* tells in his sparkling, pithy style why the West needs no third party; what the West has set out to accomplish; why it is politically free, "triumphantly, noisily, pugnaciously free—and proud of it."

More than that, he explains what the Western program means to the individual. Economic programs mean much more when you can see how they will touch your own life. Bill White says the Western program works toward:

"credit, transportation, and marketing so organized that the average man will have a chance to thrive without being exploited by the political boss, by the purveyor of alcohol, or by the magnate having a commercial advantage over the average man in a bank, in a railroad office or in an elevator."

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THIS article deals with subjects that are becoming large national issues only because they are so universally personal. This is why Collier's emphasizes the individual, personal aspect of them.

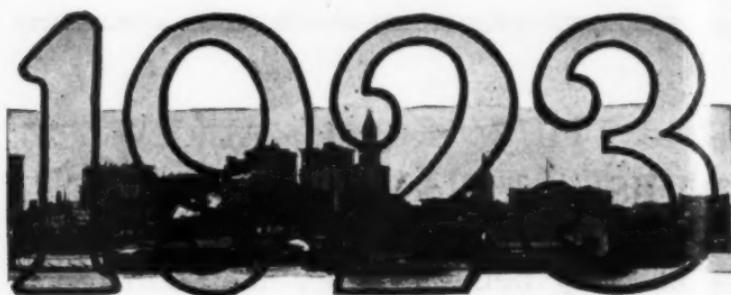
Every week in more than a million homes Collier's is read by alert, intelligent men and women who want this fresh outlook on large affairs—
Bill who find there the facts and ideas on
gram which they do their own thinking.
They provide a vast, open market for
products that can be sold by advertising.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company
381 Fourth Avenue, New York, N. Y.



A Year of Opportunity in Baltimore

IN these closing days of 1922, brief retrospection presents to you in panorama the doings of the past twelvemonth—and you call it Achievement.

And by that Achievement you measure the Opportunity of the year that is to come, for Opportunity is the broadening influence that makes Achievement a vastly greater thing from year to year.

In Baltimore, 1923 presents unparalleled Opportunity for greater business than ever before. And as the NEWS and AMERICAN hereby accord you their sincere wish for a Prosperous and Happy New Year, they invite you also to join with them in making real the Achievement that Opportunity now offers you in Baltimore for the year that is just ahead.

THE BALTIMORE NEWS

Evening. Daily. And Sunday.

The Baltimore American

Morning. Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Hand A Web
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Pinxit!

Will the Canvas of 1923 Be Worthy of This Mark?

By David Leslie Brown

IT may not be done so much nowadays, but in olden times when an artist or an engraver executed a piece of work he was particularly proud of, he added after his name, right on the picture, the word "Pinxit."

Meaning "he painted it" or "he did it."

When John Whistler finished an etching, he would add from a sense of satisfaction or pride, or both, "Pinxit."

The word also stamped the work as original—not counterfeit. John Whistler—he did it!

A two-fisted, hard-knuckled son of the streets was haled before the Judge of the Juvenile Court.

"So you were the boy that smashed Sam Welkins' nose, are you?" questioned the Judge.

"Yes, sir; I done it."

"You mean you *did* it," said the Judge.

"No, sir," persisted the boy emphatically, "I *done* it and I *done* a good job, too."

What the boy was trying to say, although he didn't know it, was "Pinxit!"

The old year is dribbling away. Three hundred and sixty-five more periods of opportunity are fast approaching.

1923 is for us a fine, white piece of canvas—unmarked, and also unspoiled.

What sort of picture are we going to paint on it? What sort of job are we going to do?

At the end of the year will we be able to stand back from the canvas and after studying it critically, will we be willing to add with a flourish, underneath our initials, "Pinxit"? Or will we be eager to destroy the picture, or have it sent to the attic, out of the sight and memory of our fellows?

Something depends upon the advance choice of colors, brushes, etc.; but more depends upon the

plan of the picture. The artist must visionize it in advance and figure out just how he is going to use the colors, how he is going to group his composition, and how he is going to limn his lines. An artist, like any other genius, knows that he needs as much forethought as he does inspiration.

"Flash to December 31, 1923"—the Christmas tree still in the corner of the room, the new holiday pipe between our teeth, against the wall the finished canvas of our own life for another year. We shall walk over and add "Pinxit."

You bet we will!

San Francisco Club Elects Officers

The San Francisco Advertising Club has elected Shirley Walker president to succeed Fred H. Mantor; Walter W. Cribbens, vice-president; Harry T. Watson, secretary; W. W. Douglas, treasurer; Florence Gardner, executive secretary; Elliot M. Epstein, general counsel, and the following directors: Warren H. McBryde, Robert B. Young, Clarence Colman, H. P. Vollmer, John J. Cuddy and Oscar Boldemann, Jr.

Guy Emerson Joins Bankers Trust Company

Guy Emerson, who directed the advertising for Liberty Loan Campaigns in New York, will become vice-president of the Bankers Trust Company, New York, on January 1. He has been vice-president of the National Bank of Commerce, New York, for the last six years.

Esmond Mills Account for George Batten Co.

The Esmond Mills, Esmond, R. I., Clarence Whitman & Son, Inc., New York, selling agents, have appointed George Batten Co., Inc., to direct the advertising of Esmond blankets.

Baltimore "Times" Appoints Howland and Howland

Howland and Howland, publishers' representatives, New York and Chicago, have been appointed to represent the Baltimore, Md. *Times*.

Making Doctors and Dentists Beneficiaries of an Advertising Campaign

Newspapers Used by New York X-Ray and Pathological Laboratories to Advertise a Professional Service

IT is considered unethical for a doctor or dentist to advertise himself or his services, only because no one has yet discovered how to do it. The learned professions have two definitions of advertising, one of which applies to the published announcements of commercial enterprises—an honorable and ethical practice. Quite so. But advertising in the other sense, the sense in which one speaks of an advertising doctor, an advertising dentist, or an advertising lawyer, implies quackery. On the one hand the reputable physician or dentist believes in advertising; on the other hand he does not.

With this situation in mind one is inclined to look upon the advertising campaign of the New York X-Ray and Pathological Laboratories now running in a number of New York newspapers and speculate upon it. The publication of these advertisements came as a surprise to many people. New Yorkers opened their newspapers one morning and beheld a page announcement of an institution that offered an X-Ray and Pathological service at a fixed scale of prices. It sounded "regular" despite the somewhat sensational style of the presentation. No one could read it without wondering whether it did not signify a change in attitude toward advertising on the part of two great branches of the medical profession, doctors and dentists. Some people were at first inclined to think it was a fake, for the service of the institution was so closely allied with the professional services of the dentist and physician, and ethical practitioners do not advertise. If not a fake, did it mean that the profession had at last found out how to use advertising in a legitimate way?

It did not mean that. Doctors and dentists are not advertising their services in connection with the institution, though hundreds of them participate in its ownership and supervision. The precise thing that the advertising campaign does mean, however, is that the New York X-Ray and Pathological Laboratories have discovered how to employ modern advertising in an ethical way, from the professional man's point of view, and are now engaged in a campaign of advertising to set before the public the special services they are prepared to offer.

ADVERTISING WILL CONTINUE AFTER THE HOLIDAYS

The campaign began with page-size space on November 18 in a limited list of English and foreign language New York newspapers. This was followed by an advertisement of five full columns and then by quarter pages. A nearly daily schedule of insertions is being followed with a hiatus of a couple of weeks for the Christmas holidays, after which the daily schedule will be re-established.

The following statement about the institution appeared in the initial advertisement:

These Laboratories were incorporated in 1908 and for many years have been doing the Pathological and X-Ray work for over five thousand members of the medical and dental professions annually.

Realizing that the average person does not consult his physician or dentist until his condition is seriously advanced, we are presenting these facts to the public in order that they may know their state of health before it reaches a dangerous stage.

We are in no way supplanting the Physician or Dentist, but our work is of such an important nature that we feel that the health of the people demands that they should know these facts.

With a squint at the doubt that was bound to arise in the minds

of many readers about whether the advertising campaign was ethical or not, the second advertisement contained the following statement:

Being owned and controlled principally by professional men and scientists, the New York X-Ray and Pathological Laboratories should not be looked upon as a purely commercial enterprise.

Doctors advertising on with hundreds of owners of the pre-vertising ever, is X-Ray and has have a modern al way. 's point ed in a to set be- services

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A dose of poison daily

WOULD you take it? Certainly not! And yet you do it—without even knowing it, you are one of the millions of persons who are gradually poisoning themselves, causing as much as a thousand of violent pains daily—as a result of the use of tobacco, alcohol, drugs, or of any of the countless poisons which are daily pumped into every portion of the body.

Science agrees that an excess at the root of a tooth can cause chronic, recurrent trouble, causing toothaches, toothaches, severe and chronic histological changes, and the services of the best medical authorities, dentists, and other complications. Almost any part of the body may be reached. Your teeth may appear healthy and you may have no pain, but it is impossible to make the dentist

say that your teeth are not diseased or that you have an X-ray of them.

The carrying on of a life, as we know it, is dependent upon your health. Your health is no longer, —that is to say, it is no longer a part of the chain of your physical fitness. Knowledge of the dental condition of the body is as important as knowledge of the physical condition.

One simple, one painless, one inexpensive test, if anything, is to compare yourself with yourself, you are on the road to a longer and a better life.

Important health demands that you have the same knowledge of the health of your teeth as you have of the rest of your body.

Complete X-Ray of the mouth, consisting of ten negatives, mounted and interpreted, and which includes all of the teeth, will cost you \$1.00.

New York X-Ray and Pathological Laboratories

X-RAY AND DENTAL LABORATORIES, Inc., Dept.

131 W. 47th Street (near Broadway) New York City

Fill in, tear out and mail—NOW!

New York X-Ray and Pathological Laboratories
131 W. 47th Street, (near Broadway) New York City

Please send me or my wife one other examination which
you consider necessary, say 50¢ each. "The Open Door
To Health."

Name: _____

Street: _____

City: _____ State: _____

HOW THE MESSAGE REGARDING X-RAY IS CARRIED TO THE PUBLIC

Under the circumstances, no apology is offered on ethical grounds for this manner of advertising—for thus broadcasting that which it is believed will shed a little much-needed light upon certain dark subjects—or for employing somewhat unconventional methods of arousing the average man or woman to a belated appreciation of the frequently forgotten fact that *self-preservation* is still the First Law of Nature.

The New York X-Ray and Pathological Laboratories are the largest and most scientifically equipped of their kind in the world. Hundreds of members of the Medical and Dental professions participate in their ownership and their supervision.

A detailed statement of the work done and the charges made for it is set forth as follows in the second advertisement:

The New York X-Ray and Pathological Laboratories in no sense resemble a

hospital. No patients are treated for any ailment whatsoever, nor will any member of the Staff recommend any particular Physician or Dentist. All prices are fixed and are published; our lowest fee being \$1.00 and no single X-Ray of the body costing more than \$7.00. We X-ray the heart, lungs, liver, gall bladder, kidneys, ureters, bladder, stomach, appendix series, small and large intestines, complete spine, sinuses and skull, mastoids, arms and legs, hands and feet and all of the teeth. In addition, we make examinations of all excretions, blood, and all laboratory tests. For the combination of all the foregoing X-rays and examinations (any of which may be had separately) in conjunction with the Vincent's test, together with a definite and comprehensive typewritten report and all of the X-ray films taken, we charge \$125.

Complete X-ray of the mouth, consisting of ten negatives, developed, mounted and interpreted, and which includes all of the teeth, will cost you precisely five dollars.

No pain, shock, danger, discomfort nor inconvenience is involved in any service we may render you. The atmosphere of the entire establishment is conducive to comfort and confidence and to ease of mind and body. Our men and women attendants are trained and courteous.

Another thing that will interest advertising men about this campaign is the use of a coupon in the advertisements and the offer

of a free booklet, entitled, "The Open Door to Health." Demand for the booklet has been so heavy that already three editions of it have been exhausted and a fourth is on the press. Coupon and mail inquiries are answered by form letter with a copy of the booklet and a fee list. The inquirer is invited to call at the laboratories to meet a member of the staff and learn about the work of the laboratories. No charge, the letter states, is made for the first interview.

"The X-Ray and Dental Laboratories, Incorporated, proprietors of the New York X-Ray and Pathological Laboratories," explained one of the staff officers to

PRINTERS' INK, "is an organization made up of physicians, dentists and scientists, which was founded in 1908. During these fourteen years the work of our organization has co-ordinated closely with the work of thousands of members of the medical and dental professions. We have an office and laboratory in Philadelphia, and during the war maintained offices in a number of other large cities rendering service to the Government to disabled soldiers.

"Our advertising campaign in New York means that the services of the New York X-Ray and Pathological Laboratories are now offered to the general public direct, and are not limited, as they have previously been, to doctors, dentists and scientists. Members of the medical profession in large numbers have commended our advertising and only one solitary instance has come to our attention of adverse criticism on the ground of professional ethics.

"Many dentists and doctors are specializing in X-Ray work, and it is to be expected that some of them will disapprove of our advertising because they are individually unable to advertise in a general way and fear a loss in practice from our efforts. But when it is remembered that not more than twenty per cent of the population regularly go to dentists for treatment, it seems to us that we are doing educational work among the eighty per cent that will help not only our institution but every individual member of the dental profession."

Slate Industry to Decide on Advertising

During the convention of the National Slate Association to be held at the Commodore Hotel, New York, on January 22 and 23, there will be a meeting of the board of directors of that association for the discussion of advertising problems. Plans for an advertising campaign for 1923 are to be definitely decided upon at this meeting. A slogan and insignia to be used in the association's advertising also will be decided upon.

The headquarters of the association are maintained at Philadelphia.

PRINTERS' INK

Railway Advertising to Exploit Canada's Resources

Sir Henry Thornton, at one time manager of the Long Island Railroad and for the last ten years general manager of the Great Eastern Railway of England, is now touring Canada from coast to coast on his first inspection tour since being appointed general manager of the Canadian National Railways. He has stated that he will assist in furthering the adoption of a comprehensive advertising campaign for the exploitation of Canada's natural resources.

A. Van Vlissingen, Jr., with Potts-Turnbull

Arthur Van Vlissingen, Jr., recently managing editor of *System*, has joined the Potts-Turnbull Company, Chicago. He has been with the A. W. Shaw Company, publisher of *System*, for more than six years.

In his new work Mr. Van Vlissingen has charge of production of copy for the agency on certain accounts in its Chicago territory.

Henry Kempner Joins American Engineering Company

Henry Kempner, formerly with the advertising service department of *American Machinist*, has become advertising manager of the American Engineering Company, Philadelphia, manufacturer of Taylor stokers and marine equipment.

A Mucilage Fountain Pen Advertised

The Goo-Pen Company, New York, maker of the "Goo-Pen," a mucilage fountain pen, is advertising this new product in stationery, gift and novelty trade publications.

"Travelo" Jacket Account with Frank Presbrey

Peckham-Foreman, Inc., New York, manufacturer of "Travelo" knit jackets, has placed its advertising account with the Frank Presbrey Company, Inc., of that city.

Scranton Lace Account with N. W. Ayer & Son

The advertising account of the Scranton Lace Company, Scranton, Pa., is now being handled by N. W. Ayer & Son.

Darwin J. Storey, formerly in the advertising departments of the Toledo Blade, the Detroit Journal and the Southwest American, of Fort Smith, Ark., has been made advertising manager of the Crosby Brothers Company, Topeka, Kan., department store.

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Guide "Prospects" to Your Exhibit at

Philadelphia's Annual Automobile Show

January 13 to January 20, 1923

Philadelphians who are in the market for new cars will study your models at the big show early next year.

Tell them the number of your space, and emphasize the importance of your exhibit.

Automobile manufacturers, advertising agencies, local dealers and factory branches are reserving space in The Bulletin—because it enters nearly every home, workshop and office in and around Philadelphia.

The Bulletin leads Philadelphia in volume of automobile advertising.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

U. S. Post Office and A. B. C. Reports of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.
London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

Equalize Your Advertising

You don't put as many traveling salesmen into a poor territory as you put into a territory big with possibilities.

By the same token a well balanced advertising list stresses the advertising effort—gives the most circulation—in those sections of the country where the greatest sales possibilities exist.

That's fundamental.

And yet many national lists are made up without due regard to the market to be reached. An analysis of the average national list—magazines, weeklies, or farm papers—reveals surprising and costly inequalities of coverage: too much money spent in one section and too little in others.

It is well worth your while to compare the circulation your list gives you—state by state—with your potential market in each state.

Circulation 1,593,160

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER
Sections—Capper's Farmer—Oklahoma Farmer—Nebraska Farmer—
Kansas Farmer and Mail and Breeze—Pennsyl-

With Sales Opportunities

Chart your market, and make your list fit.

We have made a special study of the question of adequate coverage, and have made such analyses for a good many advertisers in the last six months.

A letter or a wire will bring an analysis of your list.

The Capper Farm Press gives advertisers 1,500,000 circulation—at a low milline rate—in the eighteen agricultural states that are richest in sales possibilities for most lines of business. It is the logical basis on which to build a national agricultural list—the first medium in the first farm market.



Line Rate \$8.15

M M Rate \$5.12

FARM PRESS Marco Morrow
ASST. PUBLISHER
 a Farmer and Breeze Nebraska Farm Journal—Missouri Ruralist
 Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Essentials of Successful Advertising

*"Reader interest" is one thing
"Reader confidence" is another thing*

The *first* may bring extensive circulation, but the *second* is essential to make that circulation *effective* from the advertiser's standpoint.

Its 401,698 yearly daily-average circulation—about 1,200,000 daily readers—94 per cent concentrated in Chicago and its suburbs, proves that The Chicago Daily News has "*reader interest*."

Its year-in and year-out leadership in advertising among Chicago daily newspapers proves that it has circulation effectiveness from the standpoint of advertisers—*reader confidence* translated into buying action.

In a word all the essentials of successful advertising that can exist in one medium, are found in

**THE
CHICAGO DAILY NEWS**

First in Chicago

How Shall We Address Architects and Other Professional Men?

Some Advertisers Have Discovered That Men in the "Professions" Respond to the Same Sort of Appeals That Attract Everyday Folks

GRAVER CORPORATION
EAST CHICAGO, ILL.

Editor of PRINTERS' INK:

Will it be possible for us to obtain a list of articles which have appeared in PRINTERS' INK regarding selling to architects? We are interested in both trade-journal and direct-mailing campaigns.

GRAVER CORPORATION,
JOSEPH C. WINSLOW.

MUCH interest is being expressed in this same subject of how to interest the busy architect in the thousand and one articles which go into the building of a house, factory or office building. The president of a large agency said recently: "It seems to me that the building construction field permits a large and immediate advertising development. And in this connection study along the lines of how to reach architects would be very helpful."

The architect is a busy man. He finds time, however, like any other good business man, to study the publications in his field and he also reads the right kind of direct-by-mail matter. In a discussion of the proper kind of copy to use both in business-paper advertising to reach the architect and in direct-by-mail literature, a "discovery" made by the Sumpter Brick Works, of Sumpter, S. C., has a very definite bearing.

When a man sits down to write a piece of copy directed to the architect he is apt to think of him as a "professional" man first of all, and then as a human being. The discovery made by this company was that the architect is extremely human and will therefore react to friendly stuff and humor as well as any other class. "With an unusual product like ours," said Mr. Rittenberg, of the brick company, "I felt it was necessary to present it to the architects in an unusual manner in order to attract their attention. I took a copy of an architectural paper

and selected the names of eight or ten architects who I felt were prominent, judging from their work, and mailed each a copy of my 'Waste-Basket Letter.' This letter was an unusual piece of work and started off, 'May the Good Lord save this letter from the waste basket until you have read the first paragraph.'

He then divided architects into four classes—real architects, regular architects, mediocres and two-by-fours. He told the latter two classes not to read any further in his letter; but the real architects and regular architects he went after with some jolly, close-up hand-clasp copy. "In addressing this letter to you," he said, "I know just as much about you as you do about me, but if you are what we hope you are, you are going to know something of our unglazed glass brick. You never heard of such a thing before, have you? One man wrote us they reminded him of an Airedale dog, they were so darn ugly they were beautiful, and then sent us an order for a \$100,000 residence. Please classify yourself by letting us know if you think you will be interested. We will send you samples to prove there is something new in brick and we have it."

FAMILIAR TONE WAS APPRECIATED

The nerve of a writer in asking an architect to classify himself after the start of his first paragraph would seem to be bad business, but the curious thing was that the architects seemed to like it. The results of this test letter were so general and satisfactory that the company proceeded at once to send the same letter out to architects in all leading cities where it had dealers. Some architects in answering the letter came back in the same tone. "You might send us a sample of the

darn ugly brick so we can look it over again." Another one said, "The Good Lord has decreed that your letter should not go into the waste basket. Such a letter as you have written should arrest the attention of anyone of reasonable judgment, and it could not have been written by anyone save a man with a great soul and an inner conviction and understanding of the brotherhood of man and the intricate duties of an architect." Another one said, "It is like a breath of fresh air on a sultry day to receive such a letter as yours of the 30th." Another said, "We fall before the subtle flattery of your letter on the 30th and find ourselves suddenly very interested in your brick."

The second letter talked about humor: "We believe that humor is one of the greatest gifts to man. Since we could not reach you through this sense, let us try another. Do you encourage originality and individuality in your drafting room—then why not among the manufacturers who furnish you material?" This, too, produced a goodly portion of replies.

The third letter sent out as a follow-up reminder started off, "To frown, you use sixty-four muscles but only thirteen to smile. Smile; it won't hurt you—much."

The fourth letter asked, "Why are architects like women?" and replied, "Because they are temperamental, artistic, erratic, faithful, fickle, have a good eye for color, and the longer you live with them the better you like them." This letter, which went on to compare bricks, also to women, while it did not pull a great many replies, was talked about quite generally among the firms and individuals who received it.

In order to find out whether a continuation of the letters would be acceptable, a return postal card was placed in the last of the "architectural love letters," replies to which showed that architects were enjoying them immensely.

After the series of letters had been out for a few months, the president of the company made a

trip to architects' offices in all parts of the East. In every office he entered the president found that the letters were more than an introduction; they were an open sesame. He says that from his experience he has come to the conclusion that architects are just as human as ordinary beings.

It was also discovered in the campaign of the Imperial Granum Company to doctors that these professional men reacted well to the element of humor. A list of articles which have appeared in *PRINTERS' INK* would seem to indicate that men who would ordinarily be supposed too dignified to be approached in any other way than in the sober term of specifications and cold figures, are pleased when they are talked to as one human being would talk to another. A list of articles on advertising to professional men follows.—[Ed. *PRINTERS' INK*].

Professional Market Listens to Raw-Material Advertiser; June 29, 1922; page 78.

Colgate and Imperial Granum Run Joint Campaign on the Filbert Island; June 1, 1922; page 141.

Stating the Case to Doctors; June 1, 1922; page 17.

Architectural Committee Tells How Manufacturers Can Make Their Advertising Better; May 18, 1922; page 117.

Getting on the Human Side of the Professional Man; March 23, 1922; page 33.

Glaxo Profits by Community Service; February 16, 1922; page 105.

Catching the Interest of the Much-Advertised-To Prospect; January 26, 1922; page 8.

Standardizing the Made-to-Order Product; June 30, 1921; page 33.

How a Business Was Built Up on a Piece of Tape; January 27, 1921; page 138.

Apartments Must Be Larger to Accommodate Twin Beds; October 7, 1920; page 26.

Making a Product a National Issue; September 9, 1920; page 142.

Multiplying the Uses of a One-Purpose Article; August 26, 1919; page 3.

Longer Credits for Home Builders Sought by Advertising; August 5, 1920; page 19.

Advertising to Physicians—A Consumer Market for Medicinal Agents; July 22, 1920; page 73.

Sells the Idea of Sewers by Telling People of Their Need; July 22, 1920; page 113.

Advertising Helps Far West Industry Compete against Eastern Prestige; January 15, 1920; page 145.

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Brick Manufacturers' Association Starts Ambitious Campaign; August 21, 1919; page 18.

A Plan That Clinches Confidence in Hygienic Appeal; March 27, 1919; page 84.

Laboratory Produces an Advertisible Commodity; March 30, 1919; page 138.

The Doctor's Heart Softening toward Consumer Advertising; March 6, 1919; page 81.

Copy That Sells the Busy Professional Man; November 21, 1918; page 89.

Why Pyorrhocide Is Advertised with the Dentists' Okay; October 3, 1918; page 25.

Winning the Architect Instead of "Forcing" Him; March 21, 1918; page 40. **How Much Can You Sacrifice to Secure Professional Endorsement?**; February 7, 1918; page 28.

How Forhan Placated "Professional Ethics" in Its Consumer Campaign; April 26, 1917; page 69.

How One Manufacturer Converted Dentists to His National Advertising; March 29, 1917; page 65.

Campaign to Clear Up Misunder- standings about Magnesia; March 1, 1917; page 10.

How Pepposent Paved the Way for Consumer Advertising; March 1, 1917; page 65.

Getting the Trained Engineer to Specify Your Goods; May 11, 1916; page 95.

Fenestra's Campaign to Standardize Contract Work; April 6, 1916; page 44.

How Tyco Is Being Advertised into Public Confidence; March 23, 1916; page 3.

Advertising That the Architect Files for Use; December 2, 1915; page 33.

Manufacturer Seeks to Broaden Market on Quality; August 19, 1915; page 81.

Selling "Illumination" Rather Than Mere "Lighting Fixtures"; May 13, 1915; page 97.

Meeting the Competition of Lower- Priced Goods; March 25, 1915; page 17.

The Story of "Hy-tex" and Its Na- tional Campaign; December 24, 1914; page 3.

The Kind of "Literature" That Gets a Reading; September 24, 1914; page 49.

Kewanee's Campaign to Get Its Goods; June 18, 1914; page 3.

Breaking Away from Old Policies; March 26, 1914; page 43.

O. D. Street Leaves Western Electric Co.

O. D. Street, general manager of distribution for the Western Electric Company, New York, has resigned to organize a company of consulting specialists to deal with questions affecting management and distribution. The headquarters of this new business will be at New York.

Mr. Street has been with the Western Electric Company for twenty-two years, most of that time in an executive capacity.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Canadian Advertising Clubs May Have an Association

The formation of an organization that will combine all advertising clubs in Canada in one organization is being considered. The new organization would be part of the Associated Advertising Clubs of the World and it would follow the plan of organization adopted for other divisions of the international association, such as the New England Association of Advertising Clubs. Definite plans for the creation of this new organization probably will be made before the next annual convention of the Associated Advertising Clubs of the World.

New Farm Paper from Los Angeles

The *Farm and Ranch Market Journal* is the name of a new weekly newspaper which has been started by Nelson R. Crow and N. L. Chapin at Los Angeles. This periodical will publish market statistics and news of market conditions.

Mr. Chapin is manager of *Farm and Ranch Market Journal* and Mr. Crow is editor. The first copy appeared on December 7.

John Abbink with "Ingenieria Internacional"

Ingenieria Internacional has appointed John Abbink as its business manager. Mr. Abbink formerly had been with the Edison Appliance Company in charge of exports. At one time he was merchandise and advertising manager of the Union Electric Light and Power Company, St. Louis.

Congoleum's Advertising Appropriation for 1923

The advertising appropriation of The Congoleum Company, Philadelphia, maker of "Gold Seal Congoleum" rugs and floor coverings, for 1923 will be close to \$2,000,000. This appropriation provides for magazine, newspaper and direct-mail advertising.

With Mifflin Chemical Corporation

Charles J. Hoban, Jr., recently assistant advertising manager of Henry Dastan & Sons, Inc., Philadelphia, manufacturer of saws, tools and files, has joined the staff of the Mifflin Chemical Corporation, of the same city. He will be in charge of sales promotion.

R. D. Rogers Succeeds Thomas M. Ball

Ralph D. Rogers has been elected vice-president and general manager of Rogers & Company, Chicago printers and engravers. He succeeds the late Thomas M. Ball, whose death was reported in *PRINTERS' INK*, November 16.

Directs Brooklyn "Citizen," Succeeding Andrew McLean

David J. McLean has been appointed directing head of the Brooklyn, N. Y., *Citizen*, succeeding his father, the late Andrew McLean. Mr. McLean has been with the *Citizen* for a number of years. He was at one time advertising manager but more recently he has been secretary-treasurer and general manager of this newspaper.

O. N. Gingrich Joins Staff of St. Louis "Post-Dispatch"

O. N. Gingrich, who for the past three years has been engaged in sales promotion work for the Ralston-Purina Co. of St. Louis, has been made manager of the merchandising department of the St. Louis *Post-Dispatch*. Before joining the Ralston-Purina Co. he was engaged in newspaper work.

Joins Chicago Office of Albert Frank Agency

John R. Ripley, recently advertising manager for the tractor division of the Hyatt Roller Bearing Co., Chicago, has joined the Chicago office staff of Albert Frank & Company, Inc., advertising agency, New York.

Leaves J. Roland Kay Company

Irvin F. Paschall, vice-president of the J. Roland Kay Company, Inc., Chicago advertising agency, has resigned. Mr. Paschall formerly had been advertising director of *The Farm Journal*, Philadelphia, for eight years.

Stockton, Cal., "Independent" Appoints Katz Agency

The Stockton, Cal., *Independent* has appointed the E. Katz Special Advertising Agency as its Pacific Coast representatives. The Katz agency has represented this publication in most of the foreign field for a number of years.

Haynes Company Advances Walter P. Hanson

Walter P. Hanson, assistant director of advertising of The Haynes Automobile Company, Kokomo, Ind., has been appointed advertising manager. Ross H. Garrigus has been made assistant advertising manager.

Pittsburgh Agency Changes Name

The name of the Technical Publicity Company, Pittsburgh advertising agency, will be changed to Bissell & Land, Inc., on January 1.

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Try It Out in Representative Milwaukee

Start Right

We're about to start a new year. Many concerns will start new advertising campaigns. Some will start to advertise for the first time.

Start right.

Test your campaign in a representative market. Make sure for minimum expense that it is right in every detail. Try out your campaign and save time as well as money.

Milwaukee is the *ideal try-out* market. It is the right size—not too large nor too small. It is representative. And it can be covered with advertising in a single medium. The Journal delivers, at one cost, 80% direct coverage of Milwaukee, as it is read daily in four out of every five English-reading homes in the city.

Milwaukee is the metropolis of America's richest dairying state—the buying and distributing center for nearly three million people. It is the center of the richest buying and manufacturing zone in the state. Within a 150 mile radius of Milwaukee lives 54% of Wisconsin's total population in $\frac{1}{4}$ of Wisconsin's area.

The Journal is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

The Baltimore Sun's
November
Net Paid
Average
Circulation

Daily (Morning & Evening)

232,238

SUNDAY

162,799

A Gain Over
November, 1921, of--
Daily, 13,182
Sunday, 8,944

THE MORNING

FIR: MORNING
FIRS JOHN B. WOODWARD
FIRS Times Bldg. New York
FIR: F. E. F. F. F. F. F.

A stylized sunburst or starburst graphic with radiating lines, containing the word "EVENING" in a bold, sans-serif font.

SUN SUNDAY

GUY S OSBORN
Tribune Bldg. Chicago
and FIRST

Everything
in
Baltimore
revolves
around
The Sun

A Home Department That Radiates "Good Cheer"

HAS the editor of the home department of a farm paper completed her task when she tells her readers how to systematize their household duties, care for their children and prepare tasty dishes? Not if that department is to breathe and think and talk as one woman to another.

Glance over the shoulder of Mabel Bates Williams, "Good Cheer" editor of The Oklahoma Farmer-Stockman, as she opens her morning mail. Are there heart throbs in those letters? Yes. And more.

The most intimate and personal problems of domestic life on the farm are unfolded in detail. Here are stories of sunshine and sorrow, of hope and despair. And each requires and receives a thoughtful, personal reply from the editor.

Is it any wonder that Mabel Bates Williams is foremost in the hearts of Oklahoma farm women? Or that her home department radiates "Good Cheer"?

**The OKLAHOMA
FARMER-STOCKMAN**
PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS
~Editor~

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Odd Advertising Copy That Brought Christmas Business

Holiday Sales Are Possibly the Biggest in Country's History

By Martin Hastings, Jr.

AS this is written—Saturday morning December 23—it looks very much as though the merchants of this country, taking them as a whole, have done the largest holiday business ever recorded. At least part of the credit for this enormous volume of trade must be given to advertising.

Not only has there been an unusually heavy flow of advertising this Christmas season, but also many products not customarily offered as gifts have been introduced for this purpose. Holiday advertising of every type has been very generous. Few, indeed, are the manufacturers who did not make some sort of an attempt to get their wares into Santa Claus's pack. And of course every retailer who has an ounce of gumption in his make-up did all he could to get in on the holiday bonanza. Local mediums were accordingly used almost to capacity.

RADIO ADVERTISING WAS CONSPICUOUS

All the old Christmas standbys were advertised this year as vigorously as ever. Among the newcomers perhaps the radio manufacturers showed up the most prominently. Radio put in its first conspicuous appearance in the holiday market last year, but this season radio local advertising assumed almost the proportions of an avalanche. As a rule small space was used, but so many concerns used space that in many cases several newspaper pages were taken up with advertising for this product.

To the Sun-Maid Raisin Growers must be extended the palm for using one of the most novel selling ideas of the season. It offered a carton of 24 packages of Little Sun-Maids for one dollar—"to make 24 kiddies happy

Christmas Day." Here is part of the copy that was employed:

Put one package in each Christmas stocking for your little folks.

Then let them give the others to their little friends, as little presents-tokens of youthful good-will.

See how delighted all will be.

Take \$1 to the nearest store and get two dozen little bright red boxes now—full of healthful seedless fruit-meats that are both good and good for them any day.

The Yellow Cab Co., of Philadelphia, advertised "two unique gifts"—one "for grown-ups" and the other "for your kiddies." The first was a coupon book offered as a "splendid gift for your mother, your wife or your sister." "Just think of those cold, rainy, slushy days to come with mother or the women folks waiting to go shopping or to make a visit" the copy urged. The offer for the kiddies consisted of a toy yellow cab, which was sold at cost. These toy cabs were also advertised in other cities by other Yellow Taxi Companies. I believe also that other cab organizations promoted the coupon book idea for the holiday trade.

WHAT A TELEPHONE COMPANY DID

I count an advertisement of the New York Telephone Company as one of the best. It asked telephone users to send the folks back home "the gift of your voice on Christmas Day."

"Let the home folks and the close friends who are far away hear your Christmas greetings this year" solicited the message.

"Send them the gift of your voice by telephone. Exchange good wishes over the wires. Such a remembrance is timely, personal and in tune with the Yuletide spirit. It is sure to increase the happiness and pleasure of their day and yours."

The advertising director of the

United States Shipping Board was using a practical imagination when he approved a piece of copy advertising a trip abroad as being a suitable Christmas gift. We understand the suggestion was accepted by a goodly number of shoppers, who were looking for something unusual to present to their families.

Bonds were offered as desirable gifts more extensively this year than ever before. The copy of Halsey, Stuart & Co., for this purpose was unusually constructive. The Hicks Nursery Co., out on Long Island, advertised live Christmas trees. Live trees have been used somewhat for years, but few may have thought of the feasibility of having a live tree in the house if an advertiser had not reminded them of the idea. And that, by the way, is the whole philosophy of Yuletide advertising. People do not then have to be persuaded to buy merchandise. They are ready and anxious to buy, but are usually perplexed as to what to buy for particular persons. They then consult advertising for suggestions. All it has to do is to supply these suggestions and it fully discharges its mission.

HOW ARMOUR USED THE CHRISTMAS OPPORTUNITY

To catalogue all the concerns in the country that advertised in this spirit would be like calling a roster of America's advertisers. Of course most of the products advertised have for years been merchandised in the holiday market. In many instances, though, goods that have not formerly been sold into the home via the Christmas chimney were introduced in that way this year. To tell about all of these would take more space than is available. Let me therefore, conclude the article by telling about a little campaign of Armour & Company, which is fairly typical of what others have done.

A big increase in December business was made by Armour & Company through the simple expedient of carrying direct to employers some practical suggestions

of what to give their employees for holiday remembrances.

It used to be a generally observed custom, as some of us can remember, for the head of a business to discharge his Christmas obligations by presenting turkeys to his employees. The custom has waned somewhat in recent years owing to the fancy prices for turkeys.

HAMS AND BACON SUGGESTED AS GIFTS

This year Armour decided that a fancy ham or a nicely wrapped slab of bacon would offer an interesting alternative to anyone who did not care to give turkeys. Hence a special advertising campaign, directed at the heads of businesses, was utilized to put the idea across. The advertising answered the question of what to give by suggesting a turkey, a ham or a piece of bacon. Armour would just as soon sell one as the other. The profit arising from the sale of a lordly turkey means just as welcome an addition to the Armour bank account as that yielded by a ham taken from an Iowa hog.

For several weeks previous to Christmas the advertising was run in a special list of mediums that would be likely to come under the personal attention of the heads of businesses. It suggested that the employer could meet his Christmas giving duties very satisfactorily by getting in touch with one of Armour's 375 branch houses, one of which was sure to be near him, and arranging for as many hams, turkeys and pieces of bacon, as he might need.

Every branch manager was instructed to give special attention to all such inquiries. He was to offer to enclose each gift in appropriate Christmas wrappings and to take charge of all details of distribution if the employer so desired. All the latter had to do was to pay the bill.

After the advertising had been running for about a week it was supplemented by this letter which was sent personally to a selected list of large employers in every



1893 ~ ~ 1923

The first few issues of *Vogue* convinced us that here was a magazine which would wield really tremendous influence with the best present and prospective customers of a house like ours—which seeks to serve those who desire and can afford the finest in dressmaking, tailoring and furs.

We began advertising in *Vogue* in 1893. A persistent continuation of this successful policy has carried our schedule well into 1923. (Signed)

BERGDORF-GOODMAN

V O G U E

January 1st Is *Vogue's* Thirtieth Anniversary Number

district where Armour has branch houses:

DEAR SIR:

Many business houses will follow the time-honored Christmas custom this year of presenting their employees with a ham or turkey for the Christmas dinner.

As you know, it is our usual practice to merchandise our line of food products through dealers, but if you contemplate the purchase of hams or turkeys we are in a position to supply you for this occasion at prices which will save you the customary intermediate charges. We do this only on special occasions and when round lot purchases are made.

There is nothing finer than a whole baked ham, and a gift from you to your employees this year of a Star Ham, the famous "Ham What Am," will be the basis of real Christmas cheer. Our local branch manager will be glad to discuss the matter with you further and will take excellent care of your order entrusted to him.

Yours truly,
ARMOUR AND COMPANY.

At this writing the branch houses had begun to report an exceptionally large business in the three items for gift purposes, the preference being given to turkeys and hams. Great numbers of inquiries were sent direct to the Chicago headquarters. In most cases these were signed personally by the heads of big businesses.

It all goes to show not only that big employers prefer to deal personally with the matter of gifts for their people but that much worthwhile business can be gained through quick work in taking advantage of special selling opportunities even though they may be of only a few days' duration.

"And, like all other good advertising," says a member of the Armour organization, "this Christmas effort of ours will confer much indirect benefit also. This month we are forming valuable contacts with big business men who are more than worth while. Also it is interesting to speculate upon how many permanent customers for Armour's hams and bacon we will have because of these Christmas remembrances. Special selling efforts can be made to pay well even though the season is strictly limited when one has a selling department so well organized that it can become instantly responsive to out of the

usual advertising. But the biggest benefit after all comes through the really large contribution these special efforts can make to the strengthening of the permanent advertising asset."

Advertising a New Home-Building Service

The Patterson-King Corporation, New York, is advertising a new service for home-builders. In its advertising it emphasizes the slogan "From Plan to Possession" and states that it will act as architect, contractor, builder and decorator in the erection of homes. Newspapers and class magazines are being used.

In addition to erecting homes this company also builds golf clubhouses and will advertise this service in golf publications.

This advertising is being directed by the New York offices of the Lyddon & Hanford Company, Rochester, N. Y., advertising agency.

Death of St. Louis Agency Man

F. D. Papin, a member of the copy staff of the John Ring, Jr., Advertising Co., St. Louis, died suddenly at his home in that city on December 18. He was for many years identified with St. Louis newspapers, at one time being city editor of the old St. Louis *Republican*, *Globe-Democrat*, and managing editor of the *Interstate Grocer* of St. Louis.

New Foreign Language Publishers' Service

Henry W. and Ely S. Hewitt, formerly of the William M. Hewitt Company, Inc., New York, have formed the Agencies Foreign Language Service which will act as foreign language publishers' advertising representatives. The offices of the new business will be located at New York.

Advertising Clubs Will Meet at St. Louis

The Seventh District Association of the Associated Advertising Clubs of the World will hold a conference at St. Louis on February 7 and 8. The membership of the Seventh District is composed of clubs in Missouri, Oklahoma, Arkansas and Kansas.

National Campaign for Hair Wavers from Boston

The L. M. Garrity Company, Boston, Mass., has made plans for a national advertising campaign for its hair wavers. The account has been placed with Wood, Putnam & Wood Company, Boston.

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"IT'S a season of black velvet," say the couturiers. Black velvet! The very words suggest wealth, luxury—the sort of people to whom Harper's Bazar appeals. And so Harper's Bazar has summoned the greatest couturiers of Paris and Fifth Avenue to show their best velvet models to the women of wealth and social position who read Harper's Bazar.

Harper's Bazar

Cleaning up .



Three great cleansers.....Kitchen Klenzer Old Dutch and Sun-Brite dominate in the Chicago market.

To win.....and hold.....Chicago's mighty feminine buying unit, newspaper advertising is being usedof course. Incidentally, while various newspaper combinations are utilized in these three "clean-up" campaigns, it is interesting to note that the CHICAGO HERALD and EXAMINER is included inall of them.

Significant! And so we have taken the "Big Three".....arranged them alphabetically.....and append their stories—in tabloid form.

Chicago Herald a

NEW YORK: 1819 Broadway
SAN FRANCISCO: Monadnock Bldg.

... in Chicago

Three stories . . . with a single moral!

Kitchen Klenzer

FITZPATRICK BROS., Chicago

The Kitchen Klenzer organization—with practically 100 per cent distribution in Chicago—has made a remarkable success by consistent, exclusive newspaper advertising.

And, in Chicago, the HERALD AND EXAMINER—active in most of the *successful* national campaigns—has carried an uninterrupted schedule since 1910.

Old Dutch

CUDAHY PACKING CO., Chicago

Chicago's four largest newspapers play their respective parts in Cudahy's 1922 drive with Old Dutch Cleanser.

During the first ten months of 1922, Cudahy has accorded the HERALD AND EXAMINER 18,940* lines . . . or 33 per cent of the total business placed.

**Dominant lineage . . . as usual*

Sun-Brite

SWIFT & COMPANY, Chicago

Sun-Brite . . . a newcomer in the cleanser advertising field . . . is relying upon Chicago's two Sunday newspapers to blanket the entire metropolitan district.

They are using page copy . . . and in a campaign less than thirty days old have placed four pages* in the two preferred mediums.

**Half of the advertising load is being carried by the HERALD & EXAMINER*

Old and Examiner



The Times Publishing Company ERIE, PA.

Announces the Election of

JOHN J. MEAD, SR.
President and Treasurer

JOHN J. MEAD, JR.
Vice-President and Secretary

Directors:

J. J. MEAD, SR. J. J. MEAD, JR. CHAS. H. ENGLISH

Plans for expansion include a new building to be among the best equipped in the country.

The Erie Daily Times, established 1888 by J. J. Mead, Sr., and several other printers, is one of the leading newspaper properties because of its Service to community, subscribers and advertisers.

Representatives:

E. Katz Special Advertising Agency
Established 1888

New York Chicago Kansas City Atlanta San Francisco

Giving Illustrations in a Continuity Campaign an Occasional New Dress

Advertisers, Eager to Create an Established Atmosphere and Layout Style, Find it Necessary, Now and Again, to Provide Diversity

By W. Livingston Larned

FOR many years the advertising of Campbell's Soups has purposely retained a distinctive and accumulatively similar scheme of illustration. At least three years ago it was decided that there could be no better idea, pictorially, than to reproduce the familiar container, actual size, and to keep it the conspicuous feature of every piece of copy.

It is unnecessary, at this time, to analyze the wisdom of the determination. Suffice it to say that canners of edibles have learned, through long and intensely practical experience, that familiarizing the trade with the actual article sold is perhaps the most sound advertising policy. Competition is getting exceedingly keen on the shelves and counters of our retail stores. And the consumer, very often, is "led astray" by "visual influence" at this point of buying contact.

But to return to Campbell's Soup: As we have said, the advertiser has held to a definitely established layout policy. The showing of the can of soup was deemed more important than table scenes, human interest, and all of the other possible themes, some of them admittedly far afield from the subject in hand. But as always happens when a fixed plan is adopted and held to for any length of time, some change was made necessary, as time passed, to prevent a too much sameness in the physical appearance of the component parts of a long campaign.

The next step, therefore, was to intersperse combinations of cans, with little vignettes of the "Campbell Kids." This meant a change, a means of sustaining reader interest. But the third move, as it

became necessary, is an example of the many possible variants in advertising illustration.

One of the most attractive advertisements in this series had the most novel layout ideas ever used for Campbell's Soups. This advertisement appeared not long ago in full color. And in it the advertiser, mark you well, did not deviate from the original policy of making the can the central feature.

The full width of a magazine page was employed to present a great crimson, juicy slice of tomato. And into the heart of the tomato a "life-size" picture of the can is thrust, dominating, as usual.

HOW THIS EFFECT WAS OBTAINED

Several things contribute to the pictorial success of this very simple expedient. First may be mentioned the shrewd use of color. The red, as second plate, is kept in can and tomato. There is no background, no other pictorial accessory, and type, display plate, everything else in the layout is done in the black plate.

To have scattered the second color all over the page would have robbed it of its chief virtue. The main point we wish to make is this, however: Continuity may be retained by an advertiser, through years of campaigning, without sacrifice of variety. In every instance of Campbell display in design, the "can is the big thing." New accessory ideas, always uninvolved, keep the pages fresh and inviting.

A number of other national advertisers have discovered the broad canvas upon which their story can be painted, if this rule is followed. The only objection

to continuity of layout style has been an aversion to too great sameness.

Take the latest series for 20 Mule Team Borax. The large showing of the cardboard container has been a long-time feature. One entire campaign gave



For the millions who love Tomato Soup!

Right from the heart of the luscious tomato comes Campbell's Tomato Soup! Just the pure, delicious, tomato juice and rich "meat" from the flavorless fruit, sun-ripened on the vines! Every tomato is washed five times in crystal-pure running water. Every trace of skin, seed and core fiber is strained out, leaving only the smooth, delightful tomato puree. This is enriched with choice butter and blended and spiced, after our own exclusive recipe, to as tempting a tomato soup as ever was placed upon a dining table! Just taste it!



12 cents a can

Campbell's SOUPS

VARIETY IN CAMPBELL'S CONTINUITY CAMPAIGN

it heroic size, by surrounding it with miniature scenic trimmings. And when this plan outlived its usefulness, came a striking idea in illustration. The face of the box is opened from a new angle in every display, and views of attractive women, actively engaged in household duties, are drawn inside the boxes—as if in a great, airy room. And to strengthen and retain the heroic-size feature, the mule team atmosphere, in small measure, is given base-line position. Thus the

boxes seem to tower sky-high.

The Yale & Towne Manufacturing Company, steadfastly through the seasons, has insisted upon very wisely emphasizing the name Yale, with flashbacks to the now famous building up of the name, letter by letter, on the stenciled plates. But because a basic idea was adopted, there has been no suggestion of "sameness" in the illustrations. From the showing of a giant key and a finger designating the name plate, to hundreds of other picture combinations, the "mother-idea" has served its useful selling purpose without duplication that might bring eye monotony.

Since adopting for its brake lining advertising, the animated symbol of the outstretched hand commanding "Stop," Johns-Manville's successive pieces of display have always kept the large hand as a conspicuous feature, but other accessories, new arrangements, etc., have given the very necessary change, from week to week.

Observe how the sentimentally interesting Simmons campaign for beds has safeguarded and exploited the central suggestion of rest-

ful sleep, without ever once duplicating the physical make-up of an advertisement. Yet Sleep is always a temporary trade-mark, visualized pleasingly.

For three years Wesson Oil advertising has been true to an illustrative idea that was created early in the history of the color work of the concern—and this was the animated stream of oil running in a clear, steady line from the tilted can down to whatever salad or other dish was being prepared.

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Eastern Sa

The Quality-Quantity Magazine

Certain magazines are known for their quality appeal. Their price, their luxuriousness, cater to the discriminating.

Most of these high-priced magazines have comparatively small circulations. Select, but few. That is the way of the world.

But—

More than a million people pay thirty-five cents every month to read *Cosmopolitan*.

Quality, yes. But quantity, too.

What is the secret of *Cosmopolitan*'s double supremacy?

True, there is a great public in America able to afford the best. But how reach its captious heart?

Read *Cosmopolitan* fiction, articles, editorials. Use *Cosmopolitan*'s expert Educational Service, its Motoring Service, its Travel Service to solve your problems in these fields.

Then you will know why *Cosmopolitan* is the Quality-Quantity Magazine.



W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMERSHAR
Business Manager

J. J. BARNETT
Western Sales Manager

It has not outlived its usefulness now, after so many years of service, simply because artists and layout experts have been unusually resourceful in providing new methods of presenting the original idea. Sometimes it is because of the sheer strength of a new technique, and again it is the composition, the placing of units. Only when these important factors are fixed, is there danger of tiresome repetition.

What a remarkable series, from fine paintings, has been sustained, season following season, for the National Mazda Lamp. "Light" is the foundation theme, always light and its influence on our daily lives. A homely little package in blue is placed in the midst of such wonderful scenes of human activity, with light always glowing its benediction over proceedings, that each advertisement comes as a fresh and vivid surprise. There is genuine enterprise, art, genius, in building campaigns of this original character.

When the manufacturer wishes, and with justification, to feature his product, giving it the lion's share of space and attention value, the problem of accessory display, to provide variety, is not an easy one, as may be readily understood. But it can be done. It is being done every day, and with such cleverness that we scarcely give it credit.

An illustration: the mere pictorial presentation, in natural size, of still-life studies of Colgate's Handy Grip Refill Shaving Stick would soon tire the eye. After the first few layouts there would not be sufficient change to prevent sameness. There would not be enough new compositions to go around. But when the idea

was hitched to the campaign, of comparisons of refill, it became quite a different proposition. "As easy as fitting a lamp in a socket," "As easy as renewing a battery in a flashlight," and a fund of similar comparisons immediately permitting the showing of the stick,



What's Inside That Closet?

In every home there should be at least one closet or storage equipped with a sturdy lock. That should be the place to store your out-of-season clothing, your surplus linens, extra bedding, tableware, and other precious belongings. And you ought to be very sure that no one but you can open that closet door. For when you lock a closet, you lock it after you, you want it to stay locked; securely bolted against attack.

Keep your belongings safe from prying eyes and fingers—from the curiosity of the housekeeper, the maid, the child, who climbs in through the window.

Put a Yale Cylinder Lock on your wardrobe door. Your wardrobe door is the place where your clothes, linens, bedding, and other valuable belongings should be stored. And you are keeping your closet door so that it can be Yale protected lock.

You buy a Yale lock—just look, no margin, no margin, no margin. And a Yale-locked door securely protects the property committed to its care. Yale security is written in the name YALE on every Yale-made lock.

Put a Yale lock on your closet door. Yale locks are made for every purpose.

The Yale & Towne Manufacturing Co.

Bridgeport, Conn. 100, N. Y. 24, N. Y.

YALE MADE IS YALE MARKED.

Patented Right Lever Locks, Dead Bolts, Cabinet Locks, Trunk Locks, Barn Locks, Automobile Locks, Door Chains, Electric Indicator Trunks, Chain Boxes, Electric Boxes.

YALE & TOWNE NEVER LOSE SIGHT OF THE MAIN IDEA

natural size, together with such interesting accessories that the campaign could not pall, however extended.

For Goodrich Silvertown Tires there has been provided a pictorial idea which proves there is always a new way of doing the same old thing. Goodrich advertising has never gone far afield from a picture of the tire. Nor for that matter, do many other manufacturers of tires in their advertising. Pictorially, the contest is keen. There is not sufficient individuality in the shape or the contour of tires to supply necessary diversity of layout style. Yet Goodrich has done it in a

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The aged, the lame, the deaf, the dumb, and even the blind, of Minneapolis enjoyed a Holiday Frolic. Thirty Thousand of the less fortunate were guests of The Journal at its annual Christmas party. Ten thousand kids, and a thousand or more disabled soldiers, joined in the Festival. It took five theatres, five days, to accommodate this happy throng.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Dec. 28, 1922

LARGEST FARM PAPER—1,150,000

THE FARM JOURNAL—1,150,000

THE FARM JOURNAL—1,150,000

“Old Trusty Knows”

Years ago, when the Johnsons began building incubators and selling them direct from the factory, The Farm Journal was selected as one of the mediums to carry “Old Trusty” advertising.

From a modest beginning has developed the largest business of its kind in the world—and still The Farm Journal is chosen each year to help put across “Old Trusty’s” message to the millions of buyers in the farm territory.

“Old Trusty” sales are largely dependent upon inquiries received from farm paper advertisements. And all ads are “keyed”—the actual results they accomplish are definitely traceable.

In 1922, The Farm Journal made a new low record on inquiry cost for “Old Trusty”—again The Farm Journal leads where results are indicated by actual evidence.

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

In the last 9 months
La Patrie
(*Evening French Newspaper*)
has doubled its circulation
in the City of Montreal

This is the reason why
local advertisers are ad-
vertising extensively in
"LA PATRIE".

During October and No-
vember "LA PATRIE"
published 623 advertising
columns more than dur-
ing the same period in
1921—an increase of over
30%.

U. S. Representatives

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Write today for a booklet of Facts about Retailers'
Successful Advertising in "LA PATRIE".

La Patrie
MONTREAL

new series. This time it is in full color, in a series of rather startling pages on heavy, insert paper.

Consider one of these designs, for example—a tire, beautifully high-lighted, dropped into the page as if from a great height.

Down it rushes, through space, to the bottom of the composition, and as it moves it leaves a glittering trail of iridescent colored lights—yellow, pale orange, buff, lemon and finally deep, burning carmine, vermillion, scarlet, which tones, in turn, blend into the foreground blacks and purples, massed at the point where the tire strikes. The obviously simple idea of the showing of a large tire immediately takes on new pictorial significance when so handled, and allows the advertiser to adhere to his former policy of making the tire the conspicuous feature of every space.

AMERICAN RESOURCEFULNESS SHOWN IN ADVERTISING

The American advertiser is the marvel of the world, mainly because of two elements for which he is noted, perseverance and the ability to create so many interesting and diversified embellishments for campaigns. Foreign advertising, for the most part, gets in a pictorial rut, from which it makes futile efforts to rise. This is certainly not true of the American idea. Resourcefulness in art, technique and idea keep the passing panoramas of many campaigns always new, inviting.

"We have used that layout idea long enough, the public will be tiring of it," says the advertiser, and, without losing the identity of years of effort, in the creating of a specific atmosphere, he turns to his task and soon evolves an added thought, a new background, a subtraction or an addition and, lo! fresh vitality is injected into the next campaign.

How fortunate this is true! Just when the over captious might observe that a certain campaign, interesting at first, is beginning to lose its original power to attract, along comes some clever idea to bring it back to new life and sales vigor.

Advertising to Popularize Canadian Railway Route

The Canadian National Railway is using much advertising space in publications in an effort to popularize the Canadian National route from the Atlantic coast to the Pacific coast for winter tours. United States and Canadian newspapers and magazines are being used to advertise this new all-Canadian route.

St. Louis "Post-Dispatch" to Have Direct Representatives

Beginning January 1 the St. Louis *Post-Dispatch* will have direct representation in the national advertising field. It will have its Eastern advertising office at New York under the management of R. A. Fletcher, and its Western advertising office at Chicago under the management of P. L. Henriquez.

Will Advertise "Drednaut" Shock Absorbers

The Green, Fulton, Cunningham Company, Chicago, has secured the accounts of the Auto Specialties Manufacturing Company, St. Joseph, Mich., manufacturer of "Drednaut" shock absorbers for Fords, and the Hawthorne Paper Company, Kalamazoo, Mich.

New Advertising Business in Newark, N. J.

C. A. Poindexter has organized an advertising business under the name of the Advertising Service Agency, with offices at Newark, N. J. Mr. Poindexter was formerly with the New York *Herald* and, more recently, with the Hanser Agency, Inc., of Newark.

Lucien Brouillette Starts Advertising Business

Lucien M. Brouillette, formerly with the Alfred S. Lilly & Company Chicago advertising agency, has established an advertising business in Chicago. Prior to his connection with the Lilly agency he was with Irwin H. Rosenberg, also of Chicago.

With Schaeffer-Ross Company

L. K. Kelly has joined the Schaeffer-Ross Company, Inc., Rochester, N. Y. Mr. Kelly will be in charge of direct-mail specialties. He had previously been advertising manager of the Seneca Camera Mfg. Company, also of Rochester.

Joins William Feather Company

Walter N. Emerson has joined the staff of The William Feather Company, Cleveland, printers and publishers, as advertising and editorial assistant to Mr. Feather. Mr. Emerson had been business manager of *The Mailbag*.

Police Buy Advertising Space to Halt Bogus Check Operators

Newspaper Space Used by Long Beach, Cal., Police Department Puts the Community on Its Guard

To check the activities of bogus check passers who had infested their city, victimizing merchants with their spurious paper, the police department of Long Beach, Cal., recently started a display advertising campaign in the daily newspapers of that town.

Each advertisement is given over to a reproduction of photographic copies of bogus checks passed on Long Beach merchants, together with descriptions of the persons offering them.

The size of the display space purchased by the police department depends upon the number of checks they desire to reproduce. The first advertisement appeared in the Long Beach newspapers on December 9. It ran in space 8 inches by 3 columns.

This advertisement was headed: "Look Out for Bogus Checks!"

Under each check that was reproduced a description of the person passing it was given, such as: "Party using the name of R. A. Wilson, 35 years old, 5 feet, 7 inches, 175 pounds, dark hair, eyes and complexion. Driving Studebaker touring car. License No. 719622. He is selling 'Powerplus,' a solution for doping gas, to give it more power."

gas, to give it more power.

Readers are advised through the advertisements that "if parties should attempt to pass the above mentioned checks, phone 64709 or 62251, and an officer will call and assume charge. All information strictly confidential."

This use of display advertising space by the Long Beach police department replaces the old system of warning merchants through circular letters. It was found that the circular letters did not efficiently accomplish the purpose desired, since considerable time was lost in preparing the letters and mailing them after reports of

ADVERTISING CHALKS UP ANOTHER ACCOMPLISHMENT
TO ITS CREDIT

the successful circulation of bad checks had been received at the police department.

Captain of Detectives J. B. Worley decided that if advertising was found so successful in promoting the sale of merchandise, he saw no reason why advertising could not be advantageously invoked to aid the police in minimizing crime. Because bad check passers must come face to face

It Doesn't "Just Happen"

The housewife doesn't pay fifteen cents more for a certain brand of coffee just to get rid of her money.

She prefers the certain brand and is willing to pay for that preference.

Every week of the year, Chicagoans spend \$25,000 because they PREFER the Evening American.

The price of the Evening American is three cents per copy; that of its principal competitor is two cents.

Yet about one-half of the Chicago people who read newspapers choose to spend the EXTRA PENNY—and these extra pennies amount to approximately \$25,000 a week.

The reason is obvious.

CHICAGO AMERICAN
EVENING
A Good Newspaper

with their victims in perpetuating their fraud, Captain Worley was convinced that advertising could be used with particularly substantial results in this phase of police work.

Merchants of Long Beach are unanimous in declaring the display advertisements published by the police have placed them on the alert for bogus checks as no other methods could have done. The merchants make it a point to clip the advertisements from the newspapers and to have members of their sales force, or those who have to do with the handling and cashing of checks, carefully study their contents. The advertisements are then filed for future reference.

In the week following the inauguration of the advertising campaign there had been a marked decrease in the number of bogus checks accepted by merchants, and several arrests were made.

"We have already become convinced that the display advertising campaign of our department will be a pronounced success and it may be that we will use additional space later on to aid us in suppressing other crime," says Captain Worley.

Advertises State to Sell Company's Stock

Advertising that sells the State to its people will help sell the securities of the State's industries. That is the underlying thought behind recent newspaper advertising of the Milwaukee Electric Railway & Light Company. This company, which has paid dividends on its common and preferred stock every year for more than twenty years, is advertising its stock for sale for cash and on the partial payment plan. The Wisconsin Products Exposition in Milwaukee recently gave the company an opportunity to give a current event appeal to its copy. The advertising ran in forty-six papers in Wisconsin and emphasized Wisconsin's great variety of products, Milwaukee's advantages as a city and lastly the railway and light company's securities.

South Carolina Restaurant Advertises in North

Peacock Alley Restaurant, of Charleston, S. C., is using space in out-of-town Sunday newspapers to advertise to tourists, especially to automobilists.

Hard-Up Farmers Told That Bankers and Merchants Are with Them

In Weld County, Col., the past season, economic and weather conditions did not favor the farmer. Greeley, a great sugar beet, potato and cabbage centre, is the county seat of this county. Sugar beets have returned around \$5 a ton, much less than in previous years. Potato prices have not covered production costs. Along with low market prices, the county has short crops.

Associations of merchants and bankers for credit purposes in the past have used advertising to sell the average man on the importance of preserving his credit. Greeley credit interests in advertising have used unique advertising this fall—advertising which, in effect, tells the farmers, the bankers and merchants realize how hard-pushed the farmers are by circumstances. Then advertising has told the farmers the bankers and merchants will see them through another year.

"Sugar-beet returns are about half what farmers received last year, and other crop returns in proportion," says the Weld County Credit Association in an advertisement to farmers.

"This has been a lean year, due both to low prices and short yields; but indications are that we will have better prices and better times in 1923.

"The man who has done his level best, and who is conscious that he has done his best, is a success even though he may appear to be a failure.

"If you have done this, you will find your banker and merchant ready to co-operate with you and see you through another year. Go see them and talk things over with them. The man who has never been up against it is never likely to get very far. Sometimes failure develops one quicker than success would. If we never experienced hard times we would not appreciate good times.

"Due to these conditions, this association has decided not to press collection of farm accounts where circumstances warrant such action, and asks the co-operation of farmers in having them call or write, giving a statement of their affairs, so that the management will be in a position to know the full facts when merchants check up accounts at the end of the season."

Woolworth Reduces Good-Will Account

The "good-will" account of the F. W. Woolworth Company, which has been carried on the company's books at \$50,000,000 since its incorporation in 1912, has been reduced to \$30,000,000. The directors of the company approved the transfer of \$20,000,000 from the company's surplus account to be applied toward this reduction and, it is intimated, further reductions will be made in the good-will account until all the intangible items in this account are eliminated.

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Your children
would soon
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Any one Sunday would
prove a conclusive test.

Spread out all the St. Louis
papers.

Those children of yours would
know at once that the *Globe-
Democrat* was *their* paper.

—And a little study would
show *you* how much attention
has been devoted to the juven-
ile features of this paper.

You'd understand why the
Globe-Democrat has such a
following in the home. It's the
sort of paper you'd want in *your*
home.

And you'd understand why
advertisers select the *Globe-
Democrat*... You'd do the same
thing.

Globe- Democrat

St. Louis' Largest Daily

F. St. J. Richards, - - - New York
Guy S. Osborn, - - - Chicago
J. R. Scolaro, - - - Detroit
C. Geo. Krogness, - - - San Francisco
Dorland Agency, Ltd., - - - London
Assoc. American Newspapers, - Paris



A new method of testing package appeal

A MANUFACTURER marketing a well-known food product wanted to be sure that his package was contributing to the building of sales volume.

Methods of deciding this question, and ways of securing, if necessary, a design which would have the maximum pulling power, became a vital question. Haphazard selection, or one based on individual judgment was obviously unsatisfactory.

The Robert Gair Company developed a new way of testing the merchandising value of the package. The method employed, and the results of this unique test, have been published in the booklet illustrated opposite, "Testing the Merchandising Value of a Package." Manufacturers who face a similar problem will find its contents of vital interest and definite help.

This booklet is also of value as indicating the soundness of the methods used in establishing the principles on which the Robert Gair Company bases its work.

Pre-eminent for years as manufacturers of all the elements of package merchandising, the Robert Gair Company is today recognized as the logical source of supply by leading manufacturers in every line of industry. Gair service covers every essential: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal for your copy of "Testing the Merchandising Value of a Package"—today!



ROBERT GAIR COMPANY

35^o Madison Avenue, New York

CHICAGO • PHILADELPHIA • BOSTON • BUFFALO



FARM LIFE presents its selling story logically and forcefully to the advertiser himself and does not devote its energy to securing inspired letters of recommendation from dealers in various territories.

Every advertiser owes it to his business to buy the greatest advertising values rather than to let his dealers pick less efficient mediums for him.

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatiytes

THE JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Atlanta Cleveland
Kansas City San Francisco

SPENCER, IND.
Farm Life

Does the Salesman Buy His Job, or Do You Buy Him?

To Get a Good Salesman You Must Give Him the Selling Talk That You Would Give a Colony of Prospective Customers

By C. C. Casey

IF there is any one thing that takes the measure of an agency manager, it is getting and keeping salesmen. It takes the measure of the general sales manager, too. The whole problem is one that I often have wanted to discuss. And here I am going to discuss it in terms of the agency manager because it is easier for me to think clearly on this problem when you put the agency manager in the hiring chair.

One of the big difficulties is that the agency manager blames the salesmen he doesn't get and keep, or he blames the town, or he blames the line.

The only fellow he does not blame is the lad who wears his hat and laces his shoes. He simply falls down as a salesman, for hiring a salesman surely is a selling job.

The agency manager may be a good salesman able to sell his proposition to prospective customers, and yet be a poor salesman when he goes to sell the proposition to a prospective salesman.

If you can sell a user, then other men also can do it. A large part of the difficulty is that when you start out to sell your line to a buyer, you take a *selling* attitude. When you talk with a prospective salesman you take a *buying* attitude.

Of course this is natural. You are buying something and the other chap is supposed to be selling you his services. Supposed to be. And just there is the kernel of the coconut.

He also is taking a "buying" attitude—he thinks you are *selling him a job*—convincing him he ought to work for you and sell your proposition.

So, instead of a buyer and seller getting together, what really hap-

pens is that *two buyers* get together and there is no sale. It is a drawn battle.

When you hire a salesman, he is buying your proposition and paying for it with a slice of his future. You are buying his services and paying for them with a slice of your opportunity.

You both need to sell each other. Usually you merely let each other buy, and most interviews between agency managers and prospective salesmen result in a draw.

When you sell to one prospect, you have a comparatively easy task. When you sell to a salesman you are selling to a hundred or a thousand prospects all at once.

SOMETHING TO SELL THE PROSPECTIVE SALESMAN

Go after your prospective salesman as if he were a whole colony of prospective customers. Build a selling campaign around him. Sell him so hard that his mouth waters and his eyes pop.

Sell him the same way you sell a prospect—that is, take his point of view and sell him that angle of your proposition which meets his need.

Of course he won't respond readily to a straight *user* talk. He doesn't consider himself a prospective customer for your goods. Really he is a prospective *dealer*.

His point of view is the opportunity to make money on your line—just as if he were going to buy a carload for resale.

So, sell him a whole carload—or a train load. Load him up. Sell him a lifetime supply. Sell him more than he can ever sell. Then give him delivery according to his needs.

In the December 2 issue of

PRINTERS' INK is an article which teaches a vital quality of salesmanship—enthusiasm. The sales executive who wrote the article speaks of it as "excitement."

He says you need to get the "dealer all excited" over your proposition. You need to get him all worked up. This same thing applies in selling to a salesman, for when you make him want to handle your line, you have sold him your line.

The article starts out with the story of an ordinary salesman who never had got anywhere much. One day he went out with his wife, who wanted a new bonnet. After going to several stores and not finding what they wanted, they went into a little French shop. The saleslady was positively excited about the hats she showed. They bought a hat there.

Later in thinking over the experience, it occurred to the salesman that his difficulty was lack of enthusiasm, though he really thought he had been enthusiastic.

Then he began to look for things in his line to get excited about.

He found many things. Soon he also found his dealers getting excited, and found them selling his line as they never had sold it before, and his own sales began topping the list.

This is what you have to do to get salesmen and keep them: you must get them "excited"—all worked up over your proposition.

You must go farther than that, you must *keep* your men so worked up that they can keep on exciting their *prospects*.

The arguments that will sell a salesman are the same arguments that would sell a dealer.

As a sales or an agency manager, mainly interested in users, you may not be at all accustomed to selling to dealers.

The approach is different. The presentation is different. The closing arguments are different. The entire sale is different. The talk you use in selling a prospective user wouldn't do at all.

The arguments that sell a dealer are not the arguments that make a man want to use your product;

though that might sell a dealer a *little* of it. To sell him a car-load you must sell him a market, and an *approach* to that market.

The best way to do this is to cite a number of actual instances from the sales you or your men have made. Choose instances which have elements of excitement in them. From the viewpoint of the salesman, the exciting parts, the thrills, are the successes and the amounts of the sales.

THE SALES TALK TO SALESMEN

Rehearse a few of these instances in your thought. Boil them down. Cut out the history, and the ego, and the dry bones. Keep the stories alive, interesting, exciting. The essential parts of half-a-dozen successful and profitable sales are better than the complete history of any one sale.

In this way you do three things: You tell of the possibilities of your proposition; you inject selling arguments that would sell Mr. Salesman for his own use, and you put into his ears just the selling talk he will need in selling your line.

Your man is going to resist on all three of these angles.

Not knowing anything about your proposition he doesn't see its possibilities. He may even doubt it has possibilities. He may think no one really needs it. You have got to sell him on these possibilities.

Second, he doubts if he could make any money on it. He probably was started half-baked on several commission propositions and has fallen down so hard he lacks confidence in himself.

Third, he knows that he doesn't know how to do it, and there is the resistance to *effort*. You have to overcome lethargy and laziness, for even the wide-awake, ambitious chap is not looking for mere effort—he is willing to *exert* effort if it will *pay*, but it is the pay he wants—not the effort.

Organize your selling talk. Cover all these points thoroughly. Go over each one until you know your prospect is *sold*.

If he goes out and agrees to come back ready to start tomor-

Dec. 28, 1922

Detroit News Sells 638 Washers In 2 Weeks

REINER ELECTRIC COMPANY

2317 WOODWARD AVENUE
DETROIT, MICHIGAN

December 7th, 1922.

Detroit News,
Detroit, Mich.

Attention, Advertising Manager.

Dear Sir:—

Permit me to take this form to thank you for the personal interest you displayed in the results of our two-week "Coffield" Campaign ending November 25th.

While you received daily reports over the phone on approximate sales, I know you will be interested in knowing net results.

638 COFFIELD ELECTRIC WASHERS were sold in the City of Detroit during the two weeks. I believe this sets a new high sales record for so short a time.

While you are no doubt pleased to know that the special sale was advertised exclusively through The Detroit News, we are still more gratified to have this concrete evidence that our policy so long maintained, is 100% right.

Our Company pledges itself to continue the policy of advertising exclusively through The DETROIT NEWS.

Sincerely,

F. L. REINER, Gen'l. Mgr.,
FLR-CHL Reiner Electric Company.

THE letter above tells the story of Detroit News advertising influence better than any mass of figures or statistical proof. Newspapers consider it an achievement when one "pulls" better results than another in any specific case. Such comparative figures are heralded far and wide, but here is the case of one newspaper, alone, actually selling 638 electric washers in two weeks! Exclusive News advertising is a policy with many Detroit companies.

SUCH results from newspaper advertising reflect not only the merit of the article advertised but the wonderfully thorough coverage of the city which The Detroit News enjoys and the remarkable prestige News advertised goods have. The Detroit News reaches practically every home in Detroit and vicinity. It is the home paper which everyone reads and on which everyone relies. When you want to reach the whole city and cover the field thoroughly use The Detroit News.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

1000,000,000 readers "Always in the Lead" 1000,000,000

row morning and doesn't come—it is not *he* who failed, it was *you*. You didn't *sell* him. You didn't convince him that he could make money on your proposition.

Or you may have sold him one or two of the angles, but omitted a vital point. For example: suppose you show him that your proposition has possibilities, and that any good salesman can make big money on it, but you don't pump him full of the *how*:

He goes away and tells some friends about the proposition. They don't know a thing about it, and are therefore *against* it. He hasn't the knowledge to sell them, and down goes his own temperature to freezing or zero. The effect of your own work is lost. Your man doesn't show up.

A TRIAL JOB

Never hire a man until he is both sold and trained. Arrange for another interview on a basis so he cannot very well disappoint you, and then sell him all over again. This is where sales classes win out. Make your man sign up to go to school on your proposition for a week.

Make it a bit hard for him to get on your staff. If it is too easy, he remains merely a "buyer."

If it is a bit difficult to get on and you have got him interested, then *he* turns salesman and sells *you*; and nothing sells a man so hard as his own arguments.

Some sales managers make it a rule never to hire a salesman, nor to offer them a position until this point has been passed. They oversell the salesman. They convince him that the proposition is big and that any average salesman can make good.

Then they drop him into the "cold tub" by looking for reasons why the man couldn't make good. They put him on the defensive. They look for his "goat," and his "yellow streak." If the prospect comes out on top, he is sold. If he doesn't, then they both are unsold.

But even if he bobs up like a cork, he still may have to take other tests. Maybe he can't stand

the test of six days' study of the proposition in class.

When a man has been hired, the real work of the manager has just begun. At that point he has picked out the still larger job of making sure that the new man makes good from the start, and still doesn't spoil himself by getting anything too easy.

During the week that the new man is training—studying the proposition, and coming in for an hour or more every day for "recitation" or review—the agency man is preparing a territory for him.

Instead of letting the man go out "green" into a cold territory the manager has taken 50, or 75, or 100 prospects, as close together as possible, and has given them a series of three or four circular letters, or other strong mail advertising.

He has built a campaign around each of the prospects his new man is to call on, so that when the salesman goes out he finds a ray of warmth.

The prospects should know enough about the proposition to be at least curious. If possible they should know enough so they won't dare turn the man away.

A green salesman going out only lukewarm, on a cold canvass basis, is almost certain to be "a casualty."

But train him. Warm up *his* prospects. Back him up with co-operation. Work closely with him for a while.

If necessary, plant easy orders in his path, and, above all, keep him bubbling over with enthusiasm and you'll not find his name in the casualty list—the list of lost salesmen.

It is not the commission plan that makes good salesmen hard to get. Neither is it the salary plan that makes the salary salesman a failure. If your man is chosen right and you prepare his territory right, you will make money on him whether he is on commission or on a salary.

It is easier to hire men on salary, and it is easier therefore to make costly mistakes that way.

Announcement

MR JOHN C. ROBERTS and Elzey Roberts of The St. Louis Star take great pleasure in announcing the acquisition of

MR. FRANKLIN P. GLASS
of
Birmingham, Alabama

as an associate in publishing The St. Louis Star. Mr. Glass is a former president of the American Newspaper Publishers' Association, one of the former owners and editor of the Birmingham News, and one of the owners and for a number of years general manager of the Montgomery Advertiser.

In November, 1913, Mr. Glass was an interim appointee to the United States Senate from Alabama. Mr. Glass has acquired an equal interest with the Messrs. Roberts in the ownership of the property. He will participate actively in the direction of the paper, specializing in the editorial departments.

*"Who's Who," in the 1922-23
Edition. Publishes the Following:*

GLASS, FRANKLIN POTTS, NEWSPAPER MAN; b. Centreville, Ala., June 7, 1858; s. Benjamin F. and Caroline (Potts) G.; A. B. Princeton, 1877, A. M., 1880; m. Mattie Byrd Purnell, of Solitude, Tex., Apr. 2, 1884. Founded Bibb Blade, Bibb Co., Ala., 1880; bought Selma Daily Times, 1881, and moved to Selma; bought half interest in Montgomery Advertiser, 1886, of which he was general manager until August, 1915; editor-in-chief Birmingham (Ala.) Daily News, 1910-20, and was v. p. of the company; sold interest in News, 1920; now retired. Appointed Nov. 1913, to vacancy in U. S. Senate, caused by death of Senator Joseph F. Johnston; seat denied by senate, Feb. 4, 1914, by vote of 32 to 31, on construction of the seventeenth amendment, denying the governor right of appointment under the existing statutes of Alabama. Democrat. President of the American Newspaper Publishers' Association, 1918-20. Home: 2030 Quinlan avenue, Birmingham, Ala.

THE ST. LOUIS STAR



Achmed Abdullah

Master story teller of Oriental tales of love and adventure.

Retired British Army Captain and Oxford Graduate.

His series of thrilling stories of Jones & Sheng Pao are appearing regularly in The Elks Magazine, the January story being

The Ambassador of Poker

How's This For an Introduction?

"He struck the Hongkong water-front with the enthusiasm and speed of a typhoon, disguised in cordovan brogues shined to a mirror-like glossiness, white linen knickerbockers of an audacious, hip-flaring cut, golf stockings of light brown camel's wool with turned-down tops of Royal Stuart tartan, a waist-fitting Norfolk of an intensely green and intensely hairy County Sligo tweed, a tub-silk shirt in bold stripes of rose and magenta, a four-in-hand of rich scarlet, and a silver-grey Stetson hat with a puggaree band in a chaste electric blue.

"Beneath all this exuberant finery was a healthy body of twenty-five, well muscled, sparsely fleshed, supple and strong and straight as a lance, topped by a ruddy young face with upturned, slightly inquisitive nose, a strong jaw, violet-blue eyes, and a honey-colored, embryonic mustache.

"Too, somewhere inside of this sartorial splendor were three things: a flat purse containing seventeen dollars and sixty-four cents, a much thumbed poker deck, and a six-shooter—"

The six-shooter was carried mainly for show, but it came in very handily, as you will see on getting a little further into the story, "The Ambassador of Poker."

The Elks Magazine

"The largest proved male circulation in America"

50 East 42nd Street, New York City

Neither plan though is to blame for the failures.

If a man doesn't make good you lose money. If he is on commission and fails, you minimize your loss. If he is on salary and fails, you exaggerate your loss.

The plan of payment has very little to do with the problem of getting and keeping men.

The selling plan—the plan of training and managing and cooperating with them—is the vital angle.

The average salesman is a surface thinker. Even the more successful men who have been chosen as agency managers, could do more "deep water" work. Managing requires analysis and planning, and the agency manager must be a manager.

Build a plan into your effort to get men, and to train them, and to manage them, and to help them make good. If the plan is right you will have all the men you need all the time.

After all, the salesman is merely a dealer with a little closer, personal contact with his house.

Overall Company Changes Distribution Methods

The Old Dominion Garment Company, Inc., Lynchburg, Va., which has succeeded the Jobbers-Overall Company, manufacturer of Blue Buckle work garments, is operating under a new method of distribution and is selling direct to the retail trade.

The company has increased the Blue Buckle family of products by the addition of its recently trade-marked "Bigfela" overalls. T. P. Jackson, of this company, informs *PRINTERS' INK* that no special campaign is planned for the new product which becomes a part of the company's advertised line of Blue Buckle garments.

Plan 1923 Advertising Campaigns

The Frick-Reid Supply Company, manufacturer of equipment for well drilling, gasoline plants and refineries, has made its plans for advertising in 1923. Petroleum publications and direct-mail advertising will be used. This account will be directed by Bryan & Bryan, Shreveport, La.

The Shirley Manufacturing Company, Newark, N. J., manufacturer of Honey-moon wedding rings, also has placed its account with Bryan & Bryan. A jewelry publication and direct-mail advertising campaign is planned.

Cement Men Advertise How the Industry "Works"

Oftener than once in a while an advertiser may profitably ask himself, "What does the public need to know of my manufacturing problems?" The answer is that what the so-called average man knows about manufacturing problems is bound to exert an influence at some time or other. Not only is there much that he wants to know, but there is much that he does not even dream about that can be told him in an interesting and profitable way. The Portland Cement Association in its advertising for some time has described phases of cement production to satisfy popular curiosity regarding the industry. Besides this it has uncovered interesting details about the manufacture of cement not widely known and has given this copy sales appeal as well. How many users of Portland cement knew that cement sacks are filled upside down and why? Recent copy went into this matter in detail. It described how the sacks are filled upside down and explained the economies of this process.

Haverhill Shoe Manufacturers Advertise to Strikers

"Reason why" copy to convince employees that they should return to work is being used in local newspaper space by the Haverhill, Mass., Shoe Manufacturers Association, as a step toward the solution of local strike difficulties.

One recent piece of copy says:

"Do you realize, Mr. Shoe Worker, that the very life of the shoe industry rests with you?

"We all need a basis upon which to do business. We must sell and guarantee the delivery of our product.

"Are you going to let prosperity roll by when a working agreement made now can assure both you and ourselves of a prosperous and happy 1923?"

Another advertisement appealed:

"1923 should bring prosperity to Haverhill, but there must be some guarantee to offer shoe buyers that promised shoes will be delivered. You, Mr. Shoe Worker, can give us that guarantee. We must have it now. At once. Let's go."

New Publishers' Representative Organization

J. W. Lowrie and Allen Montague have established a business in Chicago as publishers' representatives. The firm name is Allen Montague Company. They will represent *The Hospital Buyer* in the Chicago territory.

A. P. Mendes with Wm. R. Robinson & Co.

A. Piga Mendes, formerly with Critchfield & Co., has joined the advertising agency of Wm. R. Robinson & Co., New York, as account executive and service man.

8, 1922

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The Cleveland Newspaper Situation-b



Newspaper	Published	Local Dis- play inches	%
The Cleveland Press	6 days Eve.	542,077	41.2
The Cleveland News	6 days Eve.	435,407	32.8
The Daily Plain Dealer	6 days Morn.	346,434	26.0
Total 1,323,918			100%

**THE PRESS DOMINATES IN
LOCAL ADVERTISING**

THE above chart and figures show to what extent The Cleveland Press exceeds The News and Daily Plain Dealer in the volume of local business. These figures are for first eleven months of this year.

Local business is an infallible guide to the purchasing power of any newspaper. And The Press carries more local business every year than any other Cleveland daily newspaper.

ALLIED NEWSPAPERS, INC.

Publishers' Direct Representatives

New York Chicago Cincinnati San Francisco
St. Louis Atlanta Cleveland

Member Audit Bureau of Circulations

The Scripps-Howard Newspapers
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

A Message from Mr. Wrigley: ~

CLASS OF SERVICE	SYMBOL
Telegram	Blue
Day Letter	Nite
Night Message	N.L.
Night Letter	N.L.

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN
TELE

NEWCOMB CARLTON, PRESIDENT

RECEIVED AT 23FY FHQ 82, BLUE

BARRON G COLLIER

STREET RAILWA

HAVING JUST LEARNED THAT HE HAS
YEAR CONTRACT I AM PROMPT

THEY ARE AMONG THE VERY

USING STREET CAR ADVERT

SELVES OF YOUR SERVICES

WITH OURS IN YOUR CAR

YEARS TO COME JUST



UNION

TELEGRAM

J. W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Teleg	Tele
Day Letter	Mo
Night Message	NMo
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise the character is indicated by the symbol occurring after the check.

CHICAGO 1056A DEC 4 1922

RAILROAD ADVERTISING CO NEW YORK NY
 THAT HE HAS RESUMED SERVICE GIVING YOU A FIVE
 VERY NATIONAL ADVERTISING SERVICE GIVING YOU A FIVE
 ADVERTISING SERVICES WHO WERE
 ADVERTISED BEFORE THE WRIGLEY COMPANY AVAILED THEM-
 OUR CARD HOPE THEY WILL CONTINUE WITH YOU FOR MANY
 JUST EXPECT TO DO KINDEST REGARDS

WILLIAM WRIGLEY JR

Evidence

Forty-six years of successful service—shifts busy both night and day—these facts are convincing evidence that Goldmann craftsmanship is eminently successful.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4320

ss-
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ni-

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TY

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TY
TY



When Women Won't Cook, Then Advertise to Them!

Chicago Gas Company, Concerned at Steady Decline in Meter Consumption, Starts Educational Campaign

IN 1893 the sale of gas per meter in Chicago was just about twice what it is now.

The city's population has increased fully two and a half times since then, and the aggregate sale of gas naturally has vastly increased. But the sale to the individual home has been steadily declining and is going down now.

The Peoples Gas, Light & Coke Company, cognizant of this fact, has started on an educational advertising campaign designed to increase the sale of its product. It has no competitor. If any Chicago person wishes to use gas there is just one place where it can be bought. The company's problem, therefore, is not one of securing more customers, but rather a proposition of making its numerous customers buy more.

The reason for the condition is attributed to the decline in the art of home cookery. Investigation made by the company shows that a surprisingly large proportion of the younger women of this day and generation do not know how to cook, and that many of the older women who do know how do not want to.

The selling effort that the company has started therefore involves the very ambitious project of reselling cookery to the women of Chicago, and to educate them to a certain extent away from the cafeteria, coffee shop and tearoom habit.

"Twenty-five years ago, when I was first married," a Peoples Gas Company official said to *PRINTERS' INK*, "it was considered something of a disgrace for the head of a family to have to go out to a restaurant or hotel for his dinner in the evening. The transaction apparently involved a breakdown in domestic machinery that called for apologies or chagrin. Now it is a common thing for en-

tire families to go out to the neighborhood cafeteria or tearoom for a meal. In any number of homes in this town breakfast is practically the only meal served, and this involves a minimum amount of cooking.

"Times have changed. A high official of the board of education in New York City told us a short time ago that the dressmaking and millinery classes in the public schools there were overcrowded, but that comparatively little interest was shown in the cooking classes. Cooking is apparently being regarded as a menial task, whereas it really is one of the most important services a woman can perform in that it is one of the main things that changes four walls into a home. It is not getting a bit sentimental to say that the integrity and standing of the American home are severely menaced by this condition. To say so is but stating facts that anybody can ascertain by asking.

"The war had a great deal to do with the present situation I suppose. Take our own case, for instance. In 1914 we were employing fewer than fifty girls in these offices. While the war was on we had more than twelve hundred at work here, including quite a number of married women. It was only natural that these women, earning good salaries, should go to restaurants or cafeterias for their meals instead of cooking them at home.

THE FUNDAMENTAL DANGER

"But back of it all is a growing disregard of the importance of cookery as a home maker. If we can correct it or minimize it then we will be doing a real service for society as well as promoting our selfish object which, of course, is to sell more gas."

The company's effort will take two directions:

There will be advertising on the stubs and backs of the monthly gas bills and in newspapers attempting, in an institutional way, to dignify cooking and to give specific instruction in the preparation of foods such as is being done by the packers and other food manufacturers.

The second step will be to organize a complete domestic science department with headquarters at the downtown store of the Gas Company and branches in all its neighborhood salesrooms and offices. In all these actual demonstrations the cooking and baking of various foods will be carried on. The effort may extend even so far as to send domestic science experts to people's homes to give first-hand instruction and demonstration.

Food manufacturers whose interests naturally would be promoted by a renaissance in home cooking are co-operating with the gas company in the educational process.

The Calumet Baking Powder Company of Chicago put on a big demonstration of biscuit baking in the gas company's downtown salesroom. The object is easy to see. The good old "light biscuits" of yesteryear are not only gone from many homes but are forgotten. Women don't know how to make them any more. Hence, fewer baking powder sales.

One of the leading packing companies is giving the gas company full use of its domestic science department. On the back of a recent gas bill appears a setting forth of how gas can be used to lower the cost of meat. Directions are given for utilizing a cheap chuck roast to make a meat dish which is declared to be real eating in every particular. In this way the interests of both companies are promoted. The recipe, sent out on more than seven hundred thousand gas bills, is reasonably sure to work both ways. People will buy more cheap meat from the local market and the market will buy more from the packer. The packer will be pleased because the disposal of the less choice pieces of a carcass

is his greatest problem. Then in bringing about this kind of cookery, the gas company will sell more gas. The net cost to the consumer will be lower and the results all around more satisfactory than would be the case if the more expensive cuts of meat were cooked with a smaller use of gas.

Every gas bill from now on will contain some general institutional argument in behalf of home cooking, and then there will be one specific recipe telling in detail how to prepare some dish that will bring about a net saving. The January gas bill sets forth the whys and wherefores of bread baking—a forgotten art so far as the average city home is concerned.

The merchandising problem of a gas company is not unlike that of the street car companies that was told about in the December 22, 1921 issue of *PRINTERS' INK*. Political demagogues are sure to land on it no matter what it does or does not attempt. And right in that we have one reason why corporations of this type have been so slow in advertising. But if there is any real reason why the gas man or the electric light man has not just as full and legitimate a right to advertise his goods as has the manufacturer of shoes, clothing or washing machines it would be interesting indeed to hear the plans and specifications.

"Miss" or "Mrs." without Missing

One large New York firm that uses mailing lists for circularization found it difficult to decide what prefix to place before a woman's name when there was nothing to indicate whether she was married. Mary Josephine Smith, for instance, could conceivably be either a bobbed-hair flapper or a buxom matron of 50. It was a toss-up whether to address her as "Miss" or "Mrs.," and if the guess proved wrong she became indignant.

Finally a bright chap suggested the prefix "Ms." As a hedging scheme this worked fine. The clerk who made the suggestion received a raise.—*Pittsburgh, Pa., Dispatch.*

The National Fish Company of Halifax, N. S., has started an advertising campaign in Canada to exploit the fish products it packs. Newspapers and outdoor advertising will be used.

READY JANUARY 5TH

1923 World Almanac

And Book of Facts

FOR 38 YEARS

THE STANDARD AMERICAN ANNUAL

ADVERTISING AND BUSINESS
MAN'S HANDY
REFERENCE BOOK

ON SALE

BOOKSTORES
AND NEWSSTANDS
EAST OF BUFFALO
AND PITTSBURGH, 50c

WEST OF BUFFALO AND
PITTSBURGH, 40c
PACIFIC COAST, 50c

BETTER THAN
EVER

MAILED
ANYWHERE
50c
POSTPAID

NEW
FACTS
AND
FIGURES

A HANDY REFERENCE VOLUME

AMONG SOME OF THE IMPORTANT FEATURES

FACTS OF THE YEAR

EUROPE'S DEBT TO THE UNITED STATES

THE BONUS AND NEW TARIFF BILL

ELECTION FIGURES IN FULL

COMPLETE SPORTING RECORDS

The Genoa and the Hague Conference; the Financial conditions of Europe.
The Arms Conference, with tables of the new navies as cut down.
Progress of the League of Nations.
President Harding's veto of the Bonus Bill.
Labor Problems, strikes and wages.
Balance sheet and expenditures of the United States Shipping Board.
Establishment of the Irish Free State.
Relief of the Russian famine.
Wonderful progress of aviation.
List of Government and State officials.
Agriculture: mines and mining; crops; live stock.
Imports and exports; banking.
Science, religion, art and literature.
Diary of the news of the world day by day—30 pages.
Full information of the great City of New York, and 50,000 other facts
and figures.

*Government, Population, Finance, Commerce, Education, Social Activities, of
America and the whole world, country by country—a new feature of great value.*

MAIL ORDERS FILLED AT 50 CENTS, POSTPAID
ADDRESS, CASHIER, NEW YORK WORLD
NEW YORK CITY

PUBLISHED BY THE NEW YORK WORLD

Getting the Consumer to Use the Container

A CONTAINER which the buyer can make use of after the contents have been consumed has often proved a powerful stimulant for reorders. Makers of novelties, perfumers, confectioners and milliners have made use of this idea to great advantage. The Cinco tin cigar box with a handy catch which the man can use as a container for pen points, fish hooks, cigar coupons and similar odds and ends was an adaptation of the novelty man's idea. It is rather more unusual to find the manufacturer of a staple like flour using a similar plan.

The Arkadelphia Milling Co. of the city by that name in Arkansas is maker of Dolly Dimple Self-Rising Flour. The flour is contained in a patented cambric sack with one-half of a large pattern of a doll on each side. Full directions for making a real cambric doll are printed on each sack at one side of the doll, and on the other are the directions for using the flour to make biscuits. The sack is featured in this firm's advertising and as there is something about the design which appeals to the mother's heart as well as the child's, it has caused many sales and reorders.

Recently this manufacturer and his distributor in New Orleans used full-page newspaper space to feature a Dolly Dimple contest with cash prizes offered for the best three large dolls made from a 24-pound sack, and the best three smaller dolls made from the twelve-pound sack. Each contestant was told to enter as many dolls as she wished in the contest, that dolls winning prizes would be displayed in a store window, and that all dolls entered would be given to the children's hospitals and asylums of the city, at the close of the contest. A list of these institutions was run in the copy and each contestant was allowed to choose the one to which

her entrant would be sent, a tag indicating this, together with name and address of each contestant, to be attached to the doll. Many dolls were submitted by eager children and their parents, as a result of this prize contest advertising. Of course it naturally followed that the sales of this flour in New Orleans increased.

Volume of Mail-Order Sales Increases

The December sales of Sears, Roebuck & Company, it is estimated, will show an increase of from 30 to 35 per cent over those of the corresponding month last year.

Sears, Roebuck & Company, according to Julius Rosenwald, president, has received a record number of orders for December. During the first two and one-half weeks, he says, the company averaged more than one million orders weekly in its four stores. Mr. Rosenwald stated that while there has been an increase in luxury buying, it is not out of line with gains in other merchandise.

Railroad Adds Motion Pictures as Sales Feature

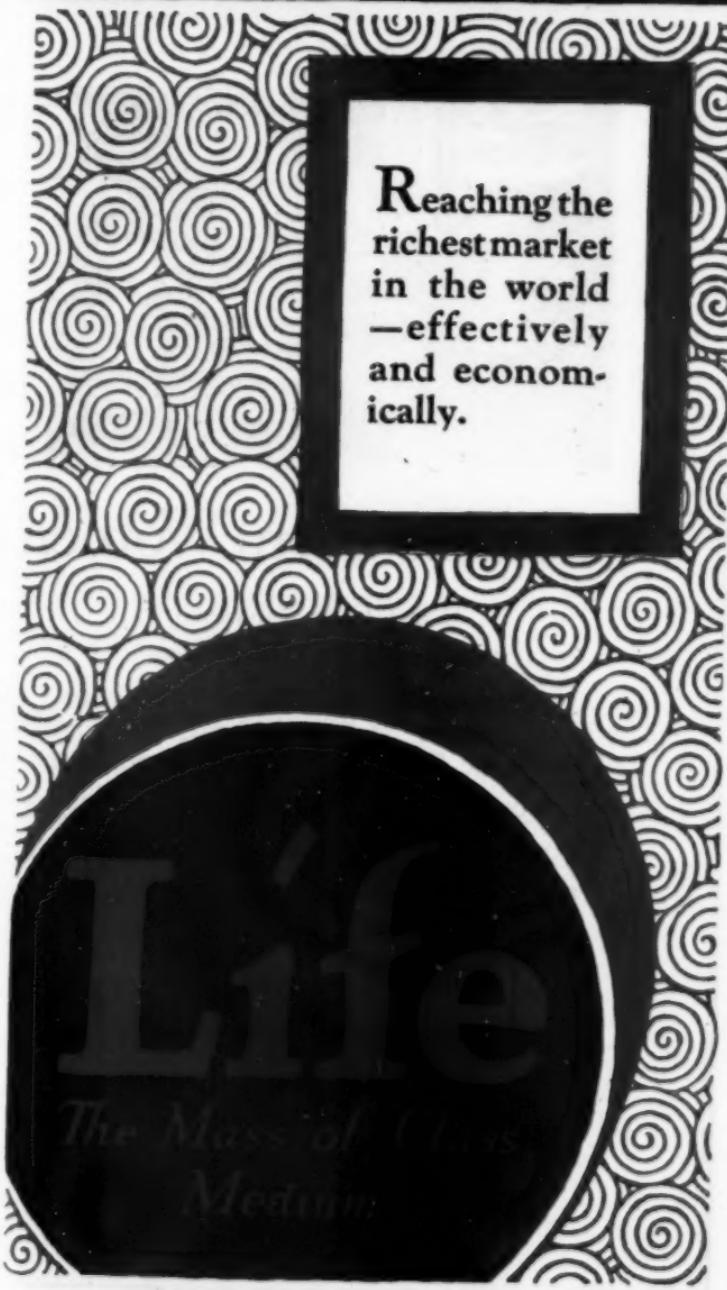
The Chicago and Alton Railroad has introduced motion pictures as part of its train service for long distance commuters. The dining car will be converted into a theatre every afternoon on the trip to and from St. Louis. The tables will slip out to make more room for chairs, the gallery will become an operator's booth, a screen will be dropped at the other end of the car and the passengers will enjoy a first-class movie for two hours.

Chief of Police Uses Newspapers to Warn Thieves

The Chief of Police of Portland, Me., recently ran a large advertisement in the newspapers warning thieves not to ply their trade in that city. The copy was headed, "Thou Shalt Not Steal." "Stealing," the advertisement said, "can never be right—and nothing can justify it. Society recognizes this and that is one of the reasons why people caught stealing are jailed."

Chocolate Manufacturer in Newspaper Advertising

F. M. Paist Company, Philadelphia, manufacturer of "Bryn Mawr" Chocolates, is using 100-line space in the newspapers to stimulate sales through the drug and confectionery stores. Three or four lines tell of what the chocolates are made and how they are packed.



Reaching the
richest market
in the world
—effectively
and econom-
ically.

Life

*The Mass of Life
Medium*



Sell the Farm Women

*What Farm Housework
Means to Advertisers*

FARM family washings are done in the home. Farm women are large and consistent buyers of washing machines, wringers, irons, ironing boards, laundry soap, washing powder, starch, bluing.

They do their own baking and buy flour, yeast, baking powder, extracts, cooking utensils, kitchen cabinets, stoves.

A large part of the farm income is spent by farm women, either independently or in

consultation with the "men folks." Besides the items named they buy most of the food and wearing apparel and a great part of the house furnishings.

Farm women know the value of a dollar. They are careful buyers and give full consideration to merchandise offered in the columns of farm papers.

Not only the farm women, but the entire farm family, can be reached economically through farm papers. Six-and-a-half million farm homes are in a position to buy your product.

Advertisers of general merchandise who have given farm papers a thorough tryout continue to use them because results confirm their judgment. They find that farm wants are practically the same as city wants.

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publications. All information published over its signature is absolutely impartial.

Agricultural Publicity Committee
76 West Monroe Street, Chicago

Men! Machinery! Materials!



O'FLAHERTY
Electrotypes-Stereotypes
Makers of Peerless Mats

313 West 37th Street, New York

The "Dealer Broadside" Wants a Helping Hand

Paper, Pictures and Ink Not Enough to Make It Profitable—It Demands a Supply of Sales Hooks in Copy

By A. L. Townsend

NOT long ago in a village of three thousand inhabitants in northern New York State, I enjoyed a unique privilege while calling on the grocers of the community. Trains had been tied up because of a heavy fall of snow. My last call was on John Paltz, owner of one of the village grocery stores. He insisted that I spend the night at his home.

And so I accepted the invitation and went to his home on the outskirts of town. And a nice little home it was, too. But the significant feature of the occasion was this: During one day five broadsides had been sent to this grocer's house. They were large, elaborate affairs, in multi-colors, by as many different manufacturers.

I was interested, naturally, in the reactions of this typical tradesman to the material received. First off, it should be recorded that he rather resented the fact that advertising matter was sent to his home.

"I don't know how or where they get my house address," said he, "but it seems to be a modern scheme. There was a time when these things were mailed to the store or left there by salesmen. Now scarcely a day passes that I do not get a wad of it here. And I think it's an intrusion. When I have closed the doors of my shop at night, I want to forget it."

"Then you will not read these folders," he was asked, "because you think it impudence on the part of the advertiser to transgress upon your own fireside?"

"Oh, I occasionally look them over," was the response, "but I do it grudgingly. I don't think advertisers themselves appreciate the volume of printed matter that's

being sent to proprietors of stores in all lines. If they did they would be far more careful as to the character of the messages. I could spend five hours a day doing nothing else but reading this stuff. And, as I say, the latest fad is to get a man's home address and mail it there on the assumption that a fellow has more time at his house and will settle down and study over the proposition under his fireside lamp.

"The best thing of its kind that ever came to my house was addressed to my wife, not to me at all. It was sent by a concern manufacturing brooms—just old-fashioned brooms. But it had a sympathetic note. The advertiser addressed the wife of the grocer, went on to sympathize with the grocer in his hard work, his long hours, his narrow margin of profit. It was just the sort of argument the retailer himself would agree was true.

"My wife read the folder through and was so impressed by it that she brought it to my attention and made me read it. The message won my sympathy despite the fact it was obvious material. Every hard-luck item connected with the grocery business was touched upon. It was not difficult to see that whoever wrote the story knew the grocery business and all of its problems."

A WEALTH OF MATERIAL FOR RETAILERS

The impressive nugget of gold in an evening's conversation with a typical small-town merchant was this: That more and more the advertiser is attempting to reach the retailer direct, and that the sheer bulk of it is beginning to present a problem.

We so often hear some such remark as this: "Well, we must

include in our campaign a series of broadsides to the dealer. We must pep him up and win him over to our way of thinking."

The quality product tells here, as always.

Broadsides to the dealer must be more thoughtfully composed. They must be more than paper and ink. They must boast a subtle "hook." There must be as much individuality as there is in certain window displays which a dealer will use, while discarding any number of others. The survival of the fittest holds true with dealer broadsides to an impressive extent.

The advertiser must study carefully what will literally compel the dealer to read the message. It can be done and is being done, but not by superficial means. Here is a story illustrative of the better method. A manufacturer of waists for women, identified with this line for eight years, was suddenly confronted by the fact that styles had changed and that dresses were taking the place of waists. He had not been farsighted enough to anticipate the buying mood.

Being, on the side, a jobber of silks, he sent a style expert to New York, and began the manufacture of silk dresses in something like twenty-six different models. If dresses were the vogue, then he would save the day by manufacturing dresses. Of course, he had an advantage. His large stock of silk, purchased at an unusually low price, permitted him to make low price a vigorous selling point with the dealer, provided the style was present.

There were not enough salesmen on the staff to personally call upon every retailing outlet. But the dealer must know of this departure sufficiently far in advance of the calls of the regular spring army to nip off a fair share of business.

It was decided to produce a series of mailing pieces; imposing, beautifully printed broadsides, to go where salesmen could never go. But these retailers were "hard-boiled" in the truest sense of the word. They would laugh at the

conventional. One added feature brought success to the campaign, and it was thought of at the very last moment. Seven reputable concerns in seven larger cities, that had previously agreed to handle the line of dresses, were persuaded to write letters of recommendation, signed by reputable departmental managers, and these letters were reproduced in the broadsides. Thus, a very small dealer in a small town, seeing that a buyer of a large metropolitan store had approved of the line considered the entire proposition seriously.

Despite the fact that this manufacturer of waists had been famous for years in his own line, the moment he transgressed upon something new, suspicions were aroused. It was necessary for him to establish himself all over again. Pictures from posed models, beautiful half-tone illustrations, strong descriptive matter—none of these amounted to as much as the simple little letters signed by men whose names carried weight.

SUCCESSFUL PROCEDURE

We have made mention of broadsides to grocers and of the remarkable growth of this work, to the point where the grocer is shrewdly discriminating. Here is an instance of how one advertiser produced the type of mailing piece which actually "got under the skin" of an unusually phlegmatic and uninspired prospect.

A new brand of a highly competitive article was at issue. Normally, the grocer would have said: "I am stocked up on such goods and can't handle a new brand. There is really no room for it on my shelves or with the trade."

The advertiser appreciated this. He knew, therefore, that in preparing a series of dealer broadsides no conventional brand of salesmanship would get very far.

Right through eleven mailing pieces he deliberately dodged the main selling issue. He did not play up his own product or proposition. What he did do was to talk about the grocer himself. Statistics were brought to bear to show just how important a man



You'll Drop In To See Us, Won't You?

If you are interested in the mechanism and technique of newspaper making we are sure you'll enjoy a trip through the new Star Building with its complete equipment and facilities.

We're proud of it, of course, but it really was a necessity demanded by the great volume of business The Star's prestige in the National Capital attracts to us.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

the grocer was in the broad scheme of things.

This story was told with great conviction and earnestness. It was not overdone. The writer believed in all that he said. The broadside made an unusually favorable impression. Requests for extra copies of it became quite the order of the day. The advertiser, in this case, put his own product and cause as a secondary consideration, and won the respect and attention of the dealer by telling him facts he did not know concerning his own trade and status in the community.

One of the main features of an extensive advertising campaign recently launched in Boston and surrounding country, was a broadside of more far-reaching importance than the trade had ever seen. It is said that the cost approximated almost two dollars for each broadside.

It was in full color, and not only explained the virtues of the product in full, and reproduced advertisements in publications and other mediums, but entered into a careful, an interesting analysis of the retail drug business as it exists today. Step by step, the druggist was led along through the profits and losses of his store. Familiar conditions were frankly rehearsed. The point was taken up concerning the general belief that "druggists are profiteers."

But the experiment was new in one respect at least. Feeling that retailers have grown suspicious of the promises made in much direct-mail matter, with many schemes unfulfilled, the broadsides were not distributed until the campaign was in full swing. For weeks, the newspapers of that section had carried the very advertisements reproduced in the folder. Outdoor advertising could be seen on the streets. The dealer had received his "helps." He could see that big electric sign blazing in the night. The broadside was, therefore, in a sense, a checking up of things being done, a skillful reiteration. Oddly enough, this advertiser kept these druggists guessing as to distribution. He reversed the usual procedure, and created the public demand be-

fore asking druggists to lay in stocks. It was a daring thing to do, but it worked. He had sensed that the broadside must have an added quality to be effective. That added quality, he knew, was this: Something new in spirit must be put into the modern broadside if it is to get anywhere.

Arizona Advertises Spring Weather to the Cold North

An advertising campaign is being conducted by the Tucson, Ariz., Sunshine Climate Club. One newspaper advertisement stresses the Spring days that prevail in Tucson from October to May. The copy states that Spring weather is to be enjoyed within 53 swift hours from Chicago and 73 from New York. Reduced fares and through Pullman service are offered. A coupon is attached to the advertisement which readers are requested to fill in and mail so that they may receive a copy of the club's booklet, which bears the title, "Man-Building in the Sunshine Climate."

Production of Ford Cars Increases

The Ford Motor Company, Detroit, produced 122,000 cars and trucks during the month of November. The total production in domestic plants for the eleven months ended November 30, 1922, was approximately 1,121,443 vehicles as against 906,167 during the same period last year.

Philadelphia Has New Outdoor Advertising Business

David Nierenberg, Philadelphia, manufacturer of metal signs and display cabinets, also will engage in outdoor advertising and has formed a new business under the name of the Utility Art Sign & Display Company.

Gilbert Russell Made Director of London Agency

Gilbert Russell will become a director of Hart & Harford, Ltd., London, advertising, effective December 31. Mr. Russell is now with The London Press Exchange, Ltd., of the same city.

Butterick Company Adds to Staff

John A. Bauer, recently with The Nast Publications, has joined the Eastern advertising department of The Butterick Publishing Company at New York.

"Bond" Bread Profits

The General Baking Company, New York, "Bond" bread, reports a net income of \$4,099,519 for the period from January 1 to November 4, 1922, after charges, depreciation and Federal taxes.

A Suggestion for Your 1923 Advertising

During 1922 the successful and extended use of direct mail advertising by firms that hitherto were not enthusiastic about this form of business-getting literature, demonstrates the value of the direct appeal as an order puller.

And advertising plans for 1923 which do not set aside a part of the general appropriation for one or more direct mail campaigns will be sidetracking a large and profitable market which can be economically reached only by direct mail selling.

Direct mail advertising has proved that it *can* pull business at a very low rate, and your plans for the coming year should aim at giving it a trial. Talk the matter over with your printer.

When preparing direct mail literature, arrange to have it folded on the Cleveland Folding Machine. Doing so will save time and insure that you will have a well folded job.

Ask your printer about it.

If he does not own a Cleveland, write, giving us his name and address, and we will tell him where he can have the work done locally on one of our machines.

THE CLEVELAND FOLDING MACHINE CO.

Cleveland

Ohio

PUT TO THE TEST

1 "We wish to express our satisfaction with results so far obtained. We are glad particularly to emphasize our appreciation of the co-operation in respect to dealer work; we think very highly of it."

THE J. B. WILLIAMS CO.,
Glastonbury, Conn.

2 "We believe it only fair to say that we attribute our increase in sales of Williams Root Beer Extract to the excellent co-operation rendered by your papers as well as the result-producing qualities of these papers."

THE WILLIAMS & CARLETON CO.,
Hartford, Conn.

3 "We covered your five cities, stocked the druggists, installed window displays and completed jobber connections as arranged by your papers, in three days. The advertising in your papers produced almost instantaneous demand for our goods, although never heard of in Connecticut before."

SUN RIVER COMPANY,
New York, N. Y.

4 "At the conclusion of our campaign we checked up our sales for the season in the cities covered by your Combination and find that our sales increased over 25%. As proof of this we find that Diamond Ginger Ale is today the best selling ginger ale in each of these cities."

DIAMOND BOTTLING CORPORATION,
Waterbury, Conn.

Original Letters Will Gladly Be Shown on Request

And
PROVED!

Read

what four prominent advertisers report after thoroly testing the Connecticut Five-Star Combination.

Many other advertisers are right now conducting profitable campaigns in this Combination:—

HARTFORD COURANT NEW HAVEN JOURNAL-COURIER
 WATERBURY REPUBLICAN AND AMERICAN
 NEW LONDON DAY MERIDEN RECORD



GILMAN, NICOLL & RUTHMAN, National Representatives
 Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg. Monadnock Bldg.
 New York Boston Chicago San Francisco

Quick Action on "For the Rest of Your Life"

FEDERAL ADVERTISING AGENCY, INC.
NEW YORK, N. Y., Dec. 15, 1922.

Editor of PRINTERS' INK:

On page 123 of your December 14 issue you published an inquiry from Hannah-Crawford, Inc., about the slogan "For the Rest of Your Life." The inquirer said it sounds rather familiar.

Robinson, Roders Co. spent a great deal of money making it sound familiar in connection with "Rest Well" pillows and mattresses.

FEDERAL ADVERTISING AGENCY, INC.

DOZYDOWN MATTRESS COMPANY.
PATERSON, Dec. 18, 1922.

Editor of PRINTERS' INK:

We are pleased to meet Hannah-Crawford, Inc., at the Fountain, and hope they don't "Get All Wet."

"For the Rest of Your Life" is our registered trade-mark, and has been used on Dozydown Mattresses for about four years.

LEO T. DONOHUE,
President.

CONFECTIONER'S MERCANTILE AGENCY
NEW YORK, N. Y., Dec. 13, 1922.

Editor of PRINTERS' INK:

We note in your issue of December 14, a communication from Hannah-Crawford, Inc., of Milwaukee, relative to a slogan which they had formulated for one of their clients embodying the following: "For the Rest of Your Life."

I happen to know that this slogan has been used for quite a while past by the Ostermoor Mattress people on their posters and other advertising literature. Undoubtedly this may prove of interest to you, and am giving it for what it is worth.

CONFECTIONER'S MERC. AGCY., INC.
H. DEVARCO.

PHILADELPHIA, PA., Dec. 17, 1922.

Editor of PRINTERS' INK:

"For the Rest of Your Life"—a slogan a spring manufacturer inquires about in the PRINTERS' INK of Dec. 14—is just another of those slogans originated before.

"Komfo—for the Rest of Your Life" is a slogan I have had greet me in local street cars for years and years. It appears in the advertising of the Bernstein Manufacturing Company of Philadelphia, manufacturers of bedding, etc.

H. R. ALBERT.

THE HUNT-LUCE AGENCY, INC.
BOSTON, MASS., Dec. 17, 1922.

Editor of PRINTERS' INK:

In your issue of December 14, Hannah-Crawford, Inc., of Milwaukee, ask for information relative to the slogan "For the Rest of Your Life."

Our records show that this slogan is used by The New England Fibre Mills of Derry, N. H., makers of "Home Mattresses."

HUNT-LUCE AGENCY, INC.

Editorials of John Wanamaker Continue in Advertisements

The editorials of the late John Wanamaker, which have been a characteristic part of the advertising of the institutions which bear his name, will continue to be a part of the Wanamaker advertising for some time.

The great merchant left a number of unpublished manuscripts, and these posthumous writings will appear in the customary corner of the Wanamaker newspaper advertisements as before.

The first editorial to appear since the death of Mr. Wanamaker read:

"Some day, not so far distant, my little pencil will have written its last piece and be laid aside.

"With simple gratitude to the many who have written me encouraging letters and others who have personally sought me with thankful words, I write these heartfelt lines to say that what at first seemed a task became a pleasure, because I felt in my own soul almost everything I wrote; and desired, as I put down in words, to be helpful to those fellow pilgrims on the way with me.

"Much that I have said came out of my experience and observation; and much that I quoted was said by people that I had personally known in this country and across the sea."

He then refers to a number of eminent men in England and America, mentioning among others the names of six American Presidents. The editorial closes with the following:

"I have read and searched and listened to wise men, and made the best use I could, in the little scraps I have written, of everything that I thought might be useful to others struggling, like myself, to make the best of life.

"The only wish I have is that I could have done all my work better."

Advertising Men Make Poor Happy in Chicago

Through the generosity of the advertising fraternity in Chicago, more than a thousand poor children were made happy with practical gifts on Christmas Day. The distribution of gifts was handled by the Off-the-Street Club, which is supported largely by advertising men and which has come to be regarded by the various advertising organizations of the city as their principal opportunity to help poor boys and girls in Chicago. Each child received some practical article of clothing and a box of candy. Besides this a number of baskets of food were given to needy families which had been investigated by the club.

Walter J. Phillips, manager of the Southgate Press, Boston, addressed a meeting of the New York Printing House Craftsmen at the Aldine Club on December 21. Mr. Phillips' address was concerned with the human element in business and especially in the printing business.

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We Believe

The Economist Group looks upon advertising in a very matter-of-fact way.

We believe that its purpose and best use is to inform and convince those who distribute and use a product, of the merits of that product and the advantages and satisfaction in its distribution—to create that favorable prejudice which constitutes the competitive "edge."

We believe that honesty of intention and action should characterize advertising as well as other phases of production or selling, and that the advertising of a product should be based upon its usefulness, its service and its merits rather than upon the manufactured arguments so frequently employed.

We believe that the implied promises of a demand which men are prone to look upon as "dealer influence" should be carefully appraised before presented by the manufacturer or his agent—not only from an ethical standpoint but a practical standpoint, inasmuch as distributors have a very definite habit of appraising for themselves.

We believe that the good-will of the wholesale and retail distributive factors is even more important than public good-will (speaking in practical terms) because these distributors can secure public good-will for *any* meritorious merchandise and their function and necessity is to select that *any* from the many.

We believe that all advertising is good and that mistakes in plans are primarily the mistakes in estimating the relative importance of objectives and in not realizing the value of specialized tools to accomplish specific results.

We believe that 1922 has seen great progress made in the development of sound policy and sound advertising in the dry goods field.

We believe that 1923 will see more advertising, more constructively sold, and based still more on principles that will assure its greater permanence than in any year that has gone before.

The Economist Group
239 West 39th Street
New York City



1923

Thos. Cusack Co.

outdoor
vertising

Dec. 28, 1922



Knox Gelatine

Charles B. Knox Co.

Johnstown, N.Y.

August 1, 1922.

The Modern Priscilla,

New York City.

Gentlemen:

It will undoubtedly interest you to know that the Modern Priscilla Magazine is third on our list of eighteen women's publications in point of popularity.

The type of reply we receive regarding our cookbooks - Healthy Desserts and Food Economy - from your readers indicate intelligent women with a true interest in feeding their family.

Yours truly,

JEP/F

CHARLES B. KNOX GELATINE CO., INC.

With over 600,000 such readers
no wonder food manufacturers
find so little "waste" in our circulation.



The Retail Market for Textiles and the Operation of a Brand

Each Distributor All Down the Line Is Learning That Brand Advertising Will Work for the Benefit of All

By Leon H. Allen

Of the *Dry Goods Economist*

IN a land which insists that even its statuary wear breech cloths the textile market can be defined in a single sentence. It is this: "The entire population of the United States."

So broad a market sounds ridiculously easy. And formerly we tackled it on the premise that it was. We have learned, however, that this market is not quite so simple as it looks.

It is recognized today that there are three major divisions of the market.

First, the great division into yardage via the cutter up. Second, the division of the retail stores into the direct and wholesale purchasers. Third, the division of the wholesale purchasing group into geographical classifications.

The even greater fact that stores distributing textiles are different in their organism and operations from stores in practically all other lines of merchandise is also generally admitted.

In nine cases out of ten, though, this knowledge is merely the acceptance of conditions. Few know why each one of these divisions creates a different situation. Few know that each division creates a "bearing" in the distributive machine which makes it imperative that advertising grease be applied to each bearing if the machine is to move efficiently.

Like the automobile motor, the textile machine consists of many parts. Like the motor, it operates, however, on a very simple principle. And if we get that principle clearly fixed, clarity will come where now is confusion.

The operating principle of the stores which dominate in the textile field is that they are community rather than convenience

stores. I am not striving for alteration here. Let me explain what I mean.

The average retail store is a convenience store. It serves a neighborhood or a district and depends on location and window display to get the customers in. Drug and grocery stores, chain stores excepted, operate almost entirely on the "convenience" principle. Their function is primarily that of distributor only, and they lean strongest to lines in which the manufacturer's name bolsters up their prestige with the public.

DEPARTMENT STORES IN THE ADVERTISING PICTURE

Community stores consider convenience service incidental. They accept as their job the creation of merchandise demand. They operate over entire cities, counties, States, or in the case of stores like Wanamaker or Marshall Field on a sectional or semi-national basis.

These community stores know how to judge advertising values because they are buyers of advertising space. They use every phase of publicity from press agent to "double trucks" in the local paper. Their advertising departments are more highly organized than the average mill. Appropriation for appropriation they exceed the average general advertiser. Many have display staffs of from five to twenty people the manager of which receives as much as the average advertising manager or account executive.

The settled conviction of these "community stores" is that by merchandising and advertising they have created a good-will and prestige in their community which is a far greater asset to a manu-

facturer than the manufacturer's prestige is to them.

Being advertisers, they turn a deaf ear to any suggestion that advertising, other than local advertising, can possibly increase their turnover. They insist on buying advertised commodities on just the quality standards and terms upon which all their purchasing is predicated. Mine is not the job of arguing about this attitude.

In the good old days we advertising men said, "These fellows are Philistines. Let us set them in their proper places."

We accused them of wanting to go it alone, when as a matter of fact our sales operation and our advertising operation were so poorly timed that automatically we placed them in the position of being forced to *sell* their goods in opposition to our advertising effort. We made our advertising drive *after the store had bought its merchandise* and then we kicked because the store wouldn't reinvest in what we wanted to sell.

Our action and our attitude all led back to failure to understand their operating principle. We did not visualize them as selectors of seasonal commodities operating far in advance of the *consuming season*. We missed the point that they had to be reached at or prior to the time of their purchase. And we also failed to appreciate the influence of the primary distributive factors in determining the merchant's selection.

THE TIME ELEMENT IN TEXTILE ADVERTISING

Today the analyst knows that expecting advertising to work on these "community stores" by running it when the consumer buys is waste motion and worse. A good analogy would be presenting your case to the jury after the judge has said "outside."

This time element in textile advertising is fundamental. Ranking with it is another point which plays a big part in the retailer's selection. It is this: Not only are the various distributive factors a natural outgrowth of our

geographic and transportation conditions but they also fit in with the habits of dry goods retailers.

It is an axiom of retailing that women like to buy when they have the greatest selection. And the same principle holds good of merchants catering to women.

The bigger the market the more of a lodestone it is for the retailer. And in the market the big distributor is the place to which the retailer instinctively turns.

In this buying trait we have the answer to the strength of the commission house in a market like New York—and the strength of the big wholesaler in cities like Boston, New York, Chicago, St. Louis, St. Paul, Baltimore, New Orleans and San Francisco.

Each in turn provides that which is the secret of the individual retailer's success—a great degree of selection—and since they are the sources to which the retailer instinctively turns, trying to operate without their co-operation is trying to make water run upstream with a vengeance.

This desire for wide selection works right down the line. The smaller community store has it as well as the larger one. And as we get into the realm of the smaller community store, several other elements enter that fix the position of the wholesaler.

With this group of smaller stores which buy largely from wholesalers (three-fourths of the dominating groups of American dry goods and department stores belong in this class), the wholesaler becomes a banker and counselor as well as warehouseman.

In sections dependent on great single crops like wheat or cotton, wholesale collections will be made largely at harvest time, when the retailer collects from the farmer or planter. This gives the wholesaler more than a normal interest in the merchandising ability of his customers. Accordingly, it is a well-defined policy among certain wholesalers to train their customers in aggressive retail methods. As a result the wholesaler develops a contact which, pyramided on his logical position as a

Your Advertisement Is Read

when it appears in The Christian Science Monitor—for people really READ the Monitor's advertisements, as well as its clean, constructive news, its literary, artistic and critical articles, its forceful, unbiased editorials.

National Advertisers in the Monitor include Railway and Steamship Lines, Hotels, Schools, Investment Houses and the manufacturers of many products whose nation-wide distribution corresponds with the Monitor's nation-wide circulation.

To reach a discriminating and unusually responsive element of the buying public, put the Monitor on your schedule.

The Christian Science Monitor

An International Daily Newspaper

MEMBER A.B.C.

Published in Boston and Read Throughout the World

source of supply, makes him a key to many markets.

In fact, on anything but a product requiring "education as to use," I, for one, believe him absolutely essential to economical and efficient selling. It is, of course, possible for the manufacturer to ignore regular wholesale channels and reach the small store, but if he does, he must build up a distributing machine under his own name paralleling the wholesale machine in structure and generally exceeding it in cost of operation.

This is particularly true in textiles. Here we have the problem of time and place utility previously referred to. Also we have the fact that in the expansion of the United States many present *wholesale* markets provided the nucleus of the new territories and became a part of the local territorial mercantile structure in a way the average manufacturer cannot hope to do.

To put it plainly, with Rice Stix and Ely Walker of St. Louis playing banker and merchandise counsel to a big section of the Southwest, the advertiser who tries to work a back action without playing ball with these organizations is apt to make a great many wild swings.

Or you can take the Northwest and say the same thing of Marshall Field's and Carson Pirie Scott's wholesale stores. And here again we get the throw back to the beginnings of business in America, the tracing of which is so interesting to the student.

The push of the country in the early days was due west. As a result when the hardy souls had reached the Mississippi River we find the Ohio River forming a new Mason-Dixon line with the country above Cairo assuming the characteristics of the Northern colonies and the country below Southern in every respect. And the country remained these four sections—the new and old North, and new and old South until the development of the land beyond the Rockies brought the Pacific Coast into its own as a sectional entity.

Consequently, today we have the original "Thirteen Colony" market along the coast, the northern half dominated by New York, which is not only a market for the North but for the whole country, and the southern half served by a string of wholesale cities of which Baltimore is the leader and including Richmond, Charleston, Savannah, Atlanta and New Orleans.

The Central and Middle West focusing in Chicago and including Fort Wayne, Indianapolis, Toledo, Detroit, Cleveland, St. Paul, Minneapolis, Duluth, Sioux City, Omaha, St. Joseph and Denver.

The Southwest, with St. Louis the predominant market, but including Louisville, Memphis, Kansas City, Little Rock, Oklahoma City, Dallas, Galveston and El Paso. The Coast section, with the Golden Gate as the centre of the circle and stretching southward to Los Angeles and northward to Seattle.

The sectional prejudices and geographical and transportation conditions make each one of these territorial sections laws unto themselves and require the adaptation of sales and advertising programmes to meet "local" conditions.

One of the favorite expressions created during the last few years is "National Consciousness." It sounds well but there ain't no such animal in North Carolina, Texas, Wisconsin or California. Despite the flurry in 1920, the Solid South remains the Solid South. Wisconsin sends back La Follette despite the Administration. California returns her favorite son even though Hiram doesn't stand 100 per cent with some of the leaders of his party.

And as in politics so in business. Each section wants to know what business post office you are going to put in its bailiwick.

THE OPERATION OF BRANDING

This "Missouri" attitude is very human. It exists from top to bottom of the textile distributive machine. That it has for so long been a barrier to advertising progress is due to our failure to

Find Evening Dispatch Essential to Reach Richmond Territory

Advertisers in Richmond, (Va.) Use Full Copy in Fast Growing Medium

By WALTER H. STORY

THERE is no better way for foreign advertisers to gauge the pulling power of a newspaper than to observe the amount and character of local advertising being carried. Local advertisers can check results very carefully, and are quick to realize the actual strength of the papers carrying their copy. No paper that does not show results is going to carry large space for the big stores.

The fact that every large local store in Richmond, Va., is carrying full copy in the *Evening Dispatch* is proof that this paper is considered essential in reaching the rich territory it serves.

The *Evening Dispatch* has only been in the field two years. Its recognition as a powerful advertising medium has thus been earned quickly, and is a reflection of the sound business policy of the management.

Great Circulation Increase in Year

Special features and a very complete news service have resulted in a remarkable growth in circulation, which is an able indication of the reception being given this newspaper by the readers of Richmond. The recent inauguration of a 5:30 Green Special Edition, carrying the latest full market reports and sporting news, has met with instant success.

Advertisers entering the Richmond territory cannot do better than to follow the example set by local advertisers and use a full share of their advertising expenditure in the *Evening Dispatch*.

Co-Operation Through Complete Service Department

The *Dispatch* papers operate a complete service department for the benefit of advertisers. This department is equipped to give comprehensive surveys of the Richmond market and trade information of every kind. It has proven itself of inestimable value to advertisers in planning forceful selling campaigns in this territory. A special feature of this service is the *Dispatch Retailer*, mailed free to every retail merchant in the city and surrounding territory. The *Retailer*, besides giving valuable trade information, furnishes additional publicity for goods being advertised in the *Dispatch* papers. This service is without charge to the advertiser.

Combination Rate for Evening Dispatch and Times-Dispatch

Space in the *Evening Dispatch* may be bought at a flat rate of 11c. in combination with the *Times-Dispatch* daily edition or individually for 7c. on a contract for 3,000 lines.

This is One of a Series of Advertisements

appearing in this publication giving an accurate picture of the newspaper situation in Richmond, Va.

Dispatch Papers are Members of A. B. C.

STORY, BROOKS & FINLEY,
Special Representatives
NEW YORK - PHILADELPHIA - CHICAGO

Dec. 28, 1922

Do jobbers respond?



YOUR story? they do to ours.

*One article in the October issue
brings requests for more than 17,000 reprints*

The October issue of *The Progressive Grocer* carried an article urging the grocer to push the sale of canned goods in dozen and case lots and showing him just how to do it.

Important grocery jobbers not only read this article but asked us to send them reprints for distribution to salesmen and their trade. At this writing, letters and telegrams have been received ordering more than 17,000 reprints.

A magazine that is strong editorially—that stirs its readers to quick interest and prompt action—is the finest insurance to the manufacturer that his advertising will be read under favorable circumstances.

We are telling 50,000 good grocers and jobbers *how* to sell more goods at a profit.

Are you telling them *what* to sell?

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
Butterick Building, New York

The **PROGRESSIVE GROCER**

Guaranteed Circulation — 50,000 Copies Monthly

satisfy it by an application of the principles of advertising to the "trade" practice of branding.

We have a peculiar paradox in textiles. There are relatively few outstanding textile names. Many, therefore, suppose that the brand idea is opposed by the market.

The striking fact is that the least advertised of all great industries has more brands than a porcupine has quills. One authority gives the total number as 38,000.

At any rate nearly all finished cotton fabrics and a lesser number of woolen and worsted and silk fabrics, have a name or a number which, incorporated on a label or ticket, identifies the fabric at least in the *early stages of distribution*.

A man from Mars would probably say, "That condition ought to make advertising easy." And it should. The fact is, though, that neither the originators of most textile brands, nor their distributors, have a vision of the purpose of a brand, the way in which a brand *works* or its possibilities to each individual factor in turn.

A BRAND'S USES

What then is the purpose of a brand? How does it work? What are its possibilities?

The purpose of a brand is to do at least three things:

1. *It should act as a means of description.* When a garment manufacturer tells his customer by letter that the dress special he is offering is made of Migel Tally Ho Silk—he needs go no further with a description of the fabric.

2. *It should indicate source of supply.* Most textile brand labels feature fruits, flowers, cattle, horses, battleships, and what not, and in many cases omit anything that would indicate where the cloth is made or by whom sold.

3. *It should facilitate purchase and sale, by co-ordinating the two primary objects so that they insure rapid travel through distributive channels, at the same time exercising a control over the product which will insure the*

maker's interest being protected.

A brand label is supposed to work. Hence it should be more than a thing of beauty. Let us follow one and see how it works.

A Southern cotton goods manufacturer produces a 4/4 sheeting. He cuts 55 or 60 yards, and on the outer fold pastes his label. The piece then goes to the commission agent in New York and is quoted along with season's opening prices on sheetings.

A St. Louis wholesaler orders fifty pieces and accepts the mill label. When this case reaches St. Louis in comes a Fayetteville, Ark., retailer. The sheeting looks good to him and he buys five pieces.

These five pieces the retailer then sells to a hundred women in Fayetteville.

With a *working* brand and correct labeling the merchant should know from what wholesaler he purchased the sheeting. The wholesaler should be able to tell the commission house and mill without guessing or looking up records.

Frankly, if it's the average textile label it won't do this. Most mill men and commission agents are the greatest optimists in the world as regards the memory and knowledge of their customers. Either they deliberately leave off anything that would indicate source of supply for reasons explained further on, or they sit back in their swivel chairs and say, "Everybody knows that Blank & Blank are commission agents for 'Red Orange Sheetings.'" As a matter of fact even were Blank & Blank occupying City Hall Square, New York, the average retailer west of Pittsburgh would not connect them with Red Orange Sheetings. All he knows is that he gets "Red Orange" from Byrne, Hammer, Omaha, Neb., or some other wholesaler.

So we say that even where everything is in its favor many textile brands are handicapped by the emptiness of the label. The arid artistry of the ticket puts it up to the retailer's memory or experience. And the weakness of this position is that the retailer

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has so many brands of this kind crowding his selective attention. Four classes of staple dry goods textiles total over 1,200 brands. There are over 500 brands of bleached muslins, 550 brands of brown cottons, 65 brands of ticking and 125 brands of ginghams. Obviously he (the retailer) can know only a small proportion of these brands, the mill that produce them, the commission merchants and wholesalers who distribute them.

To make him and through him, his customers, remember the brand and *reorder* it, the label must be designed to work properly and some driving force placed behind it which will lift it above "sea level."

Advertising is that power. And we repeat, that advertising would be much further advanced in textiles today if *all* factors in their distribution were sold on the purpose and power of a brand and its value to *them*.

A decade ago we did not try to sell advertising with the complete picture in mind. If an advertising man was talking to a manufacturer he said "Advertising gives you a chance to duck your commission house." If he was talking to a commission house he said: "Advertising gives you a chance to hammer the wholesaler into line." He sowed seeds of suspicion against advertising and he created the following general situation.

The mill which merely used the service of a commission house for purposes of facility in distributing would not place the name of the commission house on the brand label for fear that at some time it would be advisable to obtain the service of another house.

A commission house seldom advertised or built up its reputation too solidly about a mill in which it was not financially interested, for fear that the mill might at some time be taken over by a competitor.

The jobber bought the mill's brand, or substituted one of his own, usually depending upon conditions.

If the brand bore with it an

established retail demand, it necessitated the jobber giving service. If it did not, he could make a greater profit by pushing a brand of his own.

The retailer bought the manufacturer's brand if it was one which he knew from past performances or prestige. But, frequently, the jobbers who served him were able to give equal values at lesser prices on their own brands, and they got the order.

This is accentuated by the circumstance that for each of these factors the *brand has a different significance*.

To the manufacturer, the brand represents *his product*.

To the commission house it represents—a *mill*.

To the jobber it represents *an item*—possibly a competitor of his own brand.

To the retailer it represents *one of perhaps several hundred of a class of fabrics with which to serve his community*.

Each factor is governed in his business attitude toward the brand by his own particular interests.

The job of men who are concerned with the advancement of all advertising is to show, honestly and fearlessly, each of these factors in production and distribution of textiles their *quid pro quo*.

WHAT ADVERTISING MAY ACCOMPLISH

I am sold on the great opportunity in textile advertising for the reason that the big salesmen of the "advertising" idea, working in the industry are selling on just this basis.

They promise only what advertising can deliver. They give to each distributor that recognition which his place warrants. They move in sequence. They win co-operation instead of trying to force it.

Without hesitancy they will say to a commission agent, "Of course advertising strengthens the mill's position. On the other hand you further entrench yourself with the mill because well-advertised 'partnerships' are rarely dissolved. Moreover, your name in

CO-OPERATIVE MARKETING OF

Just as Maine Swings Elections

IT is something more than a legend that the country votes as Maine does. The early Maine vote has predicted more than one national landslide—more than one administration upset.

But for all that, the Maine vote is important only as a political weathervane.

The farmers of New York State, 200,000 strong, are important for many reasons. Incidentally, they are regarded as the "Maine" of the agricultural industry.

Every farmer east of the Mississippi keeps one eye on the New York farmer. The success of the co-operative marketing movement in the entire East depends on its success in New York State.

Naturally, co-operative marketing has got to succeed. Naturally,

NEW YORK STATE FARM PRODUCTS

it is going to succeed. The prosperity of the country depends upon its success.

That is why every progressive, business farmer of New York State stands solidly behind the co-operative marketing movement.

That is why the Dairymen's League News, with its circulation among 100,000 prosperous farmers, devotes columns of editorial and news matter to co-operative marketing.

And that is why you, too, should support co-operative marketing.

An advertisement in the Dairymen's League News lends your support to the movement and provides you with an excellent advertising medium for the products farmers buy.

DAIRYMEN'S LEAGUE NEWS
"The Farmer-owned Marketing Paper"
UTICA, N.Y.

New York: 303 Fifth Avenue

Chicago: 608 Otis Building

connection with an advertised product draws other accounts to you."

To the wholesaler they say: "Only buy from us when our price compares favorably with the market and on the basis of how our selling effort widens the acceptance of our product among your customers.

"The retailer is pretty well befuddled with the existence of hundreds of brands which because of their very number intensify his troubles of selection. Our idea is to help him and you by making our brand stick out. Depend upon our policy of the past to be our programme for the future."

To the retailer—the big stumbling block of the advertised brand—they put it up man to man:

"If you made a product which you believed to be the best of its kind, you would want the credit, would you not?

"We advertise primarily that quality can be identified, first by the wholesaler, then by you and last by your customers. And that when each of you in turn like our quality you can readily make known your wishes.

"We ask that you purchase for no other reason than that our quality and our price, in keeping with the market, command your attention.

"We hope that our standards of goods and service will put us above that most dreaded competition of 'distress' merchandise.

"In return for your support on this principle we, to just the extent that we can do so without affecting either the price or quality of our product, will make our goods known to your customers."

The textile retailer has rarely failed to respond to this approach.

The textile wholesaler is just as broadminded when in return for his support he is given square sales treatment and protection against certain trade evils.

The commission house, as never before, has seen what real co-operative, co-ordinated branding and advertising can do for it.

It is because of this steadily improving situation that I believe so whole-heartedly that the textile

industry of America represents our greatest advertising opportunity.

Advertising has something to offer the mill, the commission house, the wholesaler, the retailer and the consumer of textiles. If we take a leaf from our golf lore and "follow through" clean and strong there is no doubt about what we can do in 1923 and the years which follow it.

1923 Plans of a Los Angeles Manufacturer

The Schalk Chemical Company, Los Angeles, plans to conduct a campaign in the Spring to advertise Hydro-Pura, a washing powder and water softener. Newspapers, farm papers and outdoor advertising will be used.

The advertising plans of this company for 1923 also call for campaigns featuring Savabrush, a preparation for restoring old paint brushes, and Kilstain, for removing plaster stains.

The Honig-Cooper Company, Inc., San Francisco advertising agency, has obtained this account.

Milwaukee Merchants Co-operate to Advertise a Street

Forty-one merchants located on Lincoln Avenue, Milwaukee, members of the Lincoln Avenue Business Men's Association, co-operated recently in a campaign to advertise their street to Milwaukee. They used large newspaper space to advertise that "Lincoln Avenue is rapidly growing as a popular shopping street because people have learned that a dollar goes farther when spent among its live and fair-dealing merchants."

Brick Account with Nashville Agency

The W. G. Bush Company, Nashville, Tenn., brick manufacturer, plans a campaign in newspapers in Tennessee, Kentucky and Alabama. The advertising account of this company has been placed with the Casey-Lewis Company, advertising agency, also of Nashville.

Joins Erwin, Wasey & Company

James M. Bushnell has joined the research department of Erwin, Wasey & Company, advertising agency, Chicago. He was formerly with H. C. Speer and Sons Company, Chicago municipal bond house, and Marshall Field & Company, wholesale.

W. E. Stalmaker, recently appointed general sales manager of Earl Motors, Inc., will make his headquarters in the company's offices at Jackson, Mich.

Railroads Urged to Increase Their Advertising

A PROMINENT railroad man, who has spent more than thirty years in the business of railroading, stated a short time ago that the question of advertising was of greater importance to railroads at the present time than ever before in their history. "It may sound like an exaggeration," said this veteran, "but the very future of the private ownership of railroads in this country depends upon their presentation to the public in paid advertising space of facts about themselves."

J. J. Cornwell, former Governor of West Virginia, now general counsel of the Baltimore & Ohio Railroad, expressed the same thought in less startling manner at the recent dinner to celebrate the golden jubilee of the New York Railroad Club. Before one of the largest gatherings of Eastern railway executives ever assembled Mr. Cornwell said in part:

"I would put on a tremendous publicity campaign to put the facts as to the railroad situation before the country. The country is simply outgrowing the transportation facilities, just as the big railroad men of the country were predicting a score of years ago, and why? Chiefly because the railroads have been over-regulated and over-restricted and limited in their operations and limited in their earnings.

"You have publicity departments, yes, but the statements and the figures you get go around largely in a circle. They go to your officers and employees and to the officers and some of the officials of the other lines. I would have a column all the year around in every newspaper on the road, a column paid for by the year, and when it was not being used for regular schedules and excursion advertising, I would be telling the railroad's story, some phase of it, in there every week.

"Through the railroad column

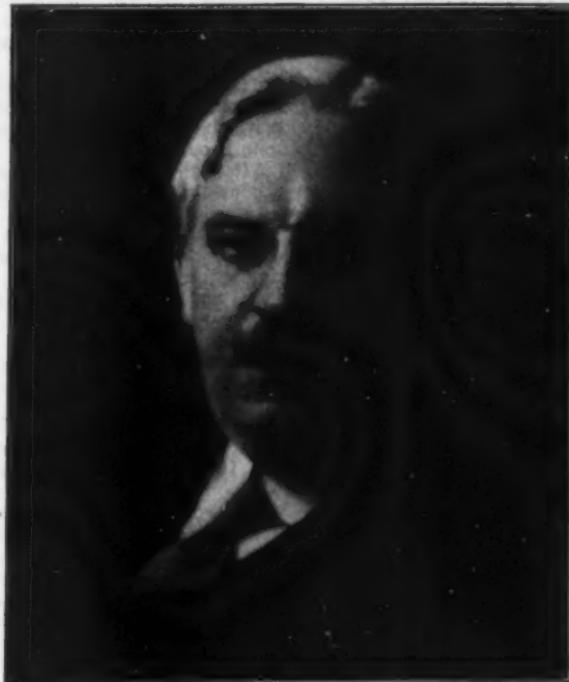
in the newspapers I would counter every statement made by the politician, by the statistician and the agitator. I would keep at it, just as do those gentlemen, and beat them at their own game. Facts and logic will win if you keep them before the people and drive them home hard enough and long enough.

"It is the crime of the age that a constant warfare should be kept up against the carriers, upon which the country depends, by a certain element of our population and a certain per cent of politicians and public officials. If there are anywhere wrongs existing they should be corrected, but in the name of Heaven are there not enough agencies at work regulating and correcting the railroads to see that they do not do anything wrong? There is Congress, the Interstate Commerce Commission, forty-eight State commissions, counties almost innumerable and city councils almost beyond my ability to estimate. All of these are on the job in some form or other, and yet there is a flock of men elected to the new Congress upon the theory that the railroads are running unbridled about the country and robbing the farmers in particular and the shippers in general.

"Let us all go out and meet them and their associates, meet them before the people and in the newspapers, in rented columns, and set them right, if possible, but, above all, endeavor to get an enlightened public sentiment, for you are going to need it when the next Congress gets into action."

Philadelphia Electric Company Advertises Wage Dividend

The Philadelphia Electric Company recently used advertising space in newspapers to announce and give the details of a wage dividend for its employees. The copy stated that the policy of the company was at all times to share its prosperity with three classes of partners—its customers, its stockholders, and its employees. The first of these had been taken care of last May with a reduction in rates; the second with an increase in the dividend rate on common stock, and now the third was to be taken care of with a wage dividend governed by salary and years of service.



ARTHUR T. VANCE
Editor of Pictorial Review

For the seventh consecutive year, Edward J. O'Brien, Literary Critic of the Boston Transcript, ranks Pictorial Review first among all magazines for the quality of its short stories.

Mr. Vance is responsible for the selection of Pictorial Review's fiction, which is so consistently given first place among all magazines.

Pictorial Review

*America's First
Woman's Magazine*

For the seventh consecutive year, Pictorial Review has been given First Place for the excellence of its short stories.

Edward J. O'Brien, the internationally known Literary Critic of the Boston Transcript, has just published his Annual Review of the short stories which appeared in eighteen magazines, during the year 1922.

Mr. O'Brien ranks Pictorial Review First, among all magazines, in the number of distinctive short stories published during the year, and First, among all magazines, in the number of exceptionally distinctive short stories published during this period.

Lane Block
Advertising Director.

2,350,000

Print Order for the February Edition

In a Young Industry

Better display builds larger and steadier sales

Unique, superior display of merchandise makes leaders in all industries. Used by a manufacturer in a young industry, it permits that manufacturer to take deep root in virgin soil.

The Brooks Display Container (Patented) was chosen by the Alden-Napier Co., well-known makers of radio parts, to give their product the retail display which it deserves.

This container is playing a leading role in popularizing the entire Alden-Napier line.

You too may have a merchandising opportunity which the Brooks Display Container will help you meet.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

Santa Claus as a Business Man and Advertiser

Heart Appeal Copy to Advance a Worthy Charity

By Roy Dickinson

IN the old days Santa Claus did very well. Like the old merchant who depended for his trade on the people who happened to pass his store, he did all his work himself.

When an English country gentleman of the sixteenth century held open house, tenants and neighbors flocked into the great hall bright and early on Christmas morning. The ale was broached, Cheshire cheese with toast, sugar, and nutmeg abounded, the "haskin," or great sausage, must be boiled at daybreak, caraway buns dipped in ale were eaten with ceremony, and the Yule log must be kindled with last year's brand. People came together in groups in the old castles and Santa Claus had a simple task.

But consider the change in Santa's problem. No business man ever had to face one that was half so serious. From the simple, problem of long ago, he has had to change his distribution methods to fit the giant apartments which may shelter hundreds of families under one roof, with a very small chimney thrown in to make his task harder.

It is no wonder, then, that about ten years ago, like other great manufacturers, he had to change his methods. And it is appropriate that the man who helped in this change was born on Christmas day. This detail has a distinct bearing on the fact that Santa Claus is now advertising.

Imagine a man who really never had a birthday. With everybody busy with Christmas day preparations and the giving of gifts, this boy's birthday was just naturally swallowed up in the great international birthday. This boy, grown to manhood, sat in his home and read of the hundreds of letters addressed to Santa

Claus and dropped into mail boxes by little children, the letters eventually turned over to the dead-letter office and destroyed. His lack of birthdays seemed a small thing to worry about when compared with the troubles of the poor little kiddies whose parents couldn't be either Santa Claus or birthday givers. Everybody has had the twinge of pity when he reads some of the letters addressed to "Santa Claus, North Pole," which the newspaper reporters used to dig up from the dead-letter office.

This man decided to do something about it. And that is how, back in 1913, John D. Gluck became self-elected first assistant to Santa Claus. From then on this popular saint, in line with modern mass production methods, commenced to multiply himself and adopt new merchandising methods. The few friends who joined with Mr. Gluck that first year, to take the kids' letters from the dead letter office, have increased to more than 10,000 separate Santa Clauses.

Included as advisory members are twenty-one United States Senators and Congressmen—so shines a good idea in a supposedly indifferent and wicked world. The present Santa Claus Association functions somewhat as an unofficial Christmas Postoffice. It handles over 100,000 pieces of mail in thirty days in New York City alone. The letters received from the Postoffice carry many addresses. North Pole, Alaska, is a popular one, although Toyland, Golden Gate, and Chile are others used by the children. The child's letter, after being rescued from the dead-letter office, is returned to the parents to verify the fact that they are too poor to play Santa themselves. The letter is then further checked by a volun-

teer investigator and after full verification it is passed on to one of the 10,000 donors direct, each of whom interprets the case as he or she thinks best for the kiddies. The business man donor plays Santa Claus usually in person in the child's home, doing his previous shopping from the child's letter. This results in hundreds of different types of Santa Claus each spending 100 cents of his dollar for some poor kid and being on the spot to see how happy

some that had just come in, picked up a few that had been checked by an investigator. Here was one:

"dere Santa—I am a little boy eleven years old, and my father is dead ten years, and i have four step-sisters younger than i and their are always asking is Santa Claus coming and my mother can't afford any presint. Your sincerely friend, George Beattie."

George's address followed. The investigator on the slip allotted, had filled in the names of the other children he found on the visit, running in steps down to five years, and on the back he had written the date of the father's death and the fact that the "mother goes out working."

Next was a letter from a mother saying that her child had written without her knowledge—that she could well afford to play Santa herself and didn't need assistance, but that the letter was valuable to her as showing what her child wanted. Over 1,800 such letters turning down offers of assistance were received in one season.

Here is another:

"Dear S. Claus:

"Please bring me a pencil box, an umbrella and a chair."

Another:

"Please come with the new doll my old one has no more legs, and a first reader. Merry Christmas."

One little girl whose father is a janitor in an apartment house was afraid Santa may forget her because of all "the more important children." Some of the requests are impossible to fulfil, like the one I saw of the girl who wanted Santa to bring her some roller skates and some teeth for her little baby brother. One boy drew a picture scrawl of the train he wanted; another wanted a hat to match his Boy Scout suit. There were hundreds of all kinds. Each child after verification receives a note signed Santa Claus and this mail campaign reaches large proportions. Santa Claus used his paid newspaper advertising, the

Don't Let Them Say "There Ain't No Santa Claus"

The illusions of childhood are its most precious heritage, yet how many of the poor are robbed of their traditional birthright?

The children of the poor go to bed Christmas eve with a heart full of hope and faith, only to awaken Christmas morning to the same empty, bare spectacle of their actual existence.

The Santa Claus Association answers the powers of these children. It gives reality to their dreams. It keeps alive the spirit of this festive occasion.

More Good Fellows are needed to help in the work. We want men and women, not steady, men and women with a bit of Santa Claus in their hearts, men and women who would live the impulse of A Christmas Carol, kindly folks who feel the obligation of their own happy childhood, and those who will not let others suffer as they were once doomed.

The Santa Claus Association is the official address for all letters addressed to Santa Claus. The letters call for a reply, they demand it. We simply want to forward some of them to you.

You read them and play the role of Santa Claus as the condition of the writers and your own conscience dictates. Come up to headquarters and see the backlog of letters received. You'll gladly take a few.

Santa Claus Association
Knickerbocker Building 44th St. and Broadway

THE ADVERTISEMENT TO GET MORE CO-OPERATORS WITH SANTA CLAUS

he has made a child on Christmas.

Every kid wants to know where Santa Claus really lives. I saw his main office last week. It is a big one donated by Vincent Astor on the third floor of the Knickerbocker Building at New York. Santa has branch offices also in Milwaukee, St. Louis and Toronto. More than 30,000 letters from boys and girls are received at his main office. I looked over

In Partnership

In a very real way the interests of manufacturers, distributors and retailers are one. They all depend upon one another for growth and prosperity—and all three are dependent upon the good will of the public for their continued success.

THIS interdependence isn't always recognized by each member of the "partnership" but where there is such a strong community of interests there is an obligation to learn.

¶ Which member of the marketing team should undertake this work, how it has been done by some of the leading industries of the country, and what results can be won are discussed in the little book **PROMOTING SALES**.

¶ You can profit by the experience gained thru working with such firms as Jordan, Westinghouse, Chandler, Firestone, Miller, Delco, Macbeth-Evans, Printz-Biederman, and other equally well known clients of this company.

¶ **PROMOTING SALES** is sent to sales and advertising executives who request it on their business letter heads. It is sent without charge or obligation. Why not get it?



The Corday & Gross Co.
Cleveland
Effective Direct Advertising

money for which was given by one of the donors, to get more men and women to play Santa Claus, so that fewer poor kids would have to say "there ain't no Santa Claus." The modern Santa also supplies each donor with a special Christmas label, which contains only the name of the most popular of all saints.

It seemed to me that in the thousands of hopeful little letters dropped into mail boxes by poor children all over the world there should be a good indication of buying wants. The demand is there all right and Santa Claus is doing his best by advertising, house-to-house canvass, new labels and all the rest of modern business equipment to come across with the supply. I asked Santa's chief assistant what the thousands of letters showed were the popular choice. Here is what last year's letters showed: Boys prefer in the order named, Boy Scout suits; sleds; drums and toy wagons (about a tie vote here). Girls prefer dolls; roller skates; wearing apparel.

It has often been said that our modern machine made civilization has crushed friendliness and the kindly spirit; that moderns made spectacles of themselves when they try to find romance; that the old legends have died and nothing has been born to take their place. But is that pessimistic viewpoint in line with the facts? Isn't the world really getting a little better all the time?

One old Christmas legend is that of the little child who wanders all over the world bearing on its shoulder a bundle of evergreen. Up and down hill from the lowly cottage to the castle on the heights through cold and storm, sleet and ice this little child wanders. Those who would invite in this little spirit of Christmas and long for his coming set a lighted bayberry candle in the window to guide his footsteps and welcome him.

The little poor kid at the mail box, the hopeful, wistful dropping in of the much-handled envelope, the dead-letter office—then to the modern Santa Claus with his

newspaper advertising to search out the concealed love of kids in the hearts of crusty old bachelors, the big mailing list, the modern lithographed labels, and the Christmas morning visit to a little tenement home, the new joy that comes with it. These are far more modern than the child wanderer and the bayberry candles, but, it seemed to me last week as I looked over the letters, they are just as truly a part of the great Christmas spirit which warms the heart of the world.

Campaign to Advertise Sweden to American Tourist

An advertising campaign is to be conducted in this country by the Swedish Government for the purpose of attracting American tourists to places of historical interest and scenic beauty in Sweden. The Swedish Travel Bureau, New York, operated by the Swedish State Railways, will direct this campaign, which will run from February to May of next year in travel and class magazines and newspapers. The account has been placed with the Wendell P. Colton Company, New York advertising agency.

Des Moines Agency Planning Campaigns for New Accounts

Newspaper advertising campaigns are being prepared by the Coolidge Advertising Company, Des Moines, Ia., for the H and H Cleaner Company and the Beaver Valley Milling Company, of the same city.

A farm paper campaign is being prepared for the Erick Bowman Remedy Company, Owatonna, Minn., manufacturer of livestock remedies, by this agency.

L. J. Walsh Joins "Sta-Lokt" Cuff Button Company

L. J. Walsh has joined the staff of the J. F. Sturdy's Sons Company, Attleboro Falls, Mass., manufacturer of the "Sta-Lokt" cuff button and "Statite" belt buckle, where he will be in charge of advertising. Mr. Walsh previously had been with The Baer & Wilde Company, of the same city, manufacturer of "Kum-A-Part" cuff buttons and belt buckles.

Robert J. Wandaleight has joined the copy staff of the affiliated agencies of K. L. Hammon, Oakland, Cal., and the Johnston-Ayres Company, Inc., San Francisco. He was formerly manager of the Bush Advertising Art Service, New York. Mr. Wandaleight also has been with Frank Seaman, Inc., and George Batten Company, New York.



Giant Ads are Posters Plus—

TAKE all the display value of an ordinary poster. Add to this the weight which comes with repeating exactly in form and text the message used in your national advertising. Then add to this the factor of timeliness which gives the dealer a real reason for posting—and you have a Giant Ad.

Physically they are enlargements of your magazine and newspaper advertising, made in any size up to 38" x 50" and in any number of colors. Practically they are a vivid reminder of your national copy *at the point of sale*. Giant Ads are a device used by shrewd advertisers to insure the maximum return on their national appropriation. Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, INC.

119 East 24th Street, New York

*Phones: MADison Square 9676-9677, 9124, 10258
Pittsburgh Office: 703 Century Bldg. Phone: Smithfield 1162*

GIANT ADS



A significant development in **ADVERTISING ART SERVICE**

For some years it has been the plan of the Meyer Both Company to establish a Division of Advertising Art.

Being the oldest and largest producer in the country of drawings for commercial purposes, it was natural the company should consider making the move in a big way. To that end they have brought about the consolidation of the Charles Everett Johnson interests with the Grauman Studios. With Mr. Johnson at the head, this group becomes the Division of Advertising Art of the Meyer Both Company.

Charles Everett Johnson and his associate artists, serving agencies throughout the entire country, have been responsible for the art expression of some of the most distinguished

national advertising campaigns of recent years.

The Grauman Studios is one of the oldest advertising art concerns in the West, and has an enviable record of achievement. The quarters of the latter company have been remodeled for the greatly enlarged activities of the new organization.

The background of solid achievement and practical business ability of the Meyer Both Company will be appreciated in the business world. A point of special interest is the fact that the demands of the large Meyer Both syndicate service will absorb any of the artists' time not commissioned by agencies and advertisers. This unique condition makes it possible for the art buyer to obtain at the lowest cost the work of some of the most distinguished artists working for advertising purposes.

CHARLES EVERET JOHNSON GRAUMAN STUDIOS STEVENS BUILDING CHICAGO



*Division of
Advertising Art*
MEYER BOTH CO.

Where Do We Go From Here?

¶ Good Morning, Folks! Come stock-taking time, it seems that ol' nineteen-twenty-two has rewarded workers just like it promised to. Morenlikely there'll be some who'll say they didn't get all 'at was coming to 'em, but mebbe they didn't advertise. Howsumever, taking it "by and large," the year has been a big improvement over twenty-one.

¶ And, now, where do we go from here? Roger Babson sez—and he's a good guesser, b'gosh—sez he, "twenty-three will be a better year than twenty-two"—nothing to brag on—y'understand, but BETTER. Well, anyway, don't make the mistake of calling your advertising appropriation an expense item—anything that'll make two blades of grass grow where only one grew before is an asset—what say?

¶ A Happy New Year!

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager

Frank R. Jennings

910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

Why Warehousing Needs Advertising

The Warehouseman Needs Advertising That Will Make Him Known as a Banker of Merchandise

By L. T. Crutcher

Chairman, Public Relations Committee, American Warehousemen's Association, and President, L. T. Crutcher Warehouse Co.

ONE year ago at St. Louis the Public Relations Committee of the American Warehousemen's Association made a report on the need for a national advertising campaign, and in the form of a lightning-rod, put out the suggestion that we could spend the sum of \$150,000 for this campaign. To say that this suggestion drew lightning would be putting it mildly.

The correspondence that developed from this report came very nearly overwhelming me. It was, nevertheless, gratifying to find that an interest had been created, but, out of it all I make the very interesting discovery that before any attempt should be made to advertise our industry in a national way, or in other words, send out our foreign missionaries, we could well devote our time to building up the home mission. Those of you who are familiar with your Sunday School lessons will possibly understand the meaning of these expressions.

To put it rather bluntly, a surprisingly large number of heathen, in the form of non-advertisers, were discovered within our own ranks. This discovery was a distinct shock to the committee. How could an association be expected to react favorably to any suggestion to spend a young fortune "telling the world" about itself, when its members did not, as individuals, subscribe to any such proposition?

It is distinctly evident that the average warehouseman is not at all acquainted with his public and does not appreciate what that public can do for him. Further-

more, unfortunately, he is not even sold on his own importance in the business world. We urge you, Mr. Warehouseman, to meet the public. Get the viewpoint of your public. Put across the thought that you are a *banker of merchandise*, and as this acquaintance ripens you will be able to influence the public to use the same discretion in warehousing as in banking.

"Service" is the one big thing that warehousemen are constantly selling. Too much importance cannot be given to this word. Service is the one great thing that distinguishes the modern storage warehouse from a mere building in which to store goods and property. During this past year I have had occasion to visit a great many warehouse companies and study their organization. In not a few of these organizations I found they were making a strong effort to instil into their organizations the need of giving to their customers courtesy and service. Service is not something to be boasted about. It rightfully belongs to every customer from the largest depositor of goods down to the smallest customer you have. So, we must not boast about courtesy and service. We must merely emphasize it. We must talk about it because it belongs to every customer.

Warehousing is in the same class as transportation, and both are really commodities, but are "consumed by use." After your customer has used your Service he has nothing to show for his money. This is quite different from the purchase of a yard of goods, or any other tangible something. The purchaser of dry

From an address before the annual convention of the American Warehousemen's Association at Cleveland, O.

goods has an opportunity to see the cloth, feel it and judge its value before paying for it, and the thing bought will endure some time after the purchase. If there is any dissatisfaction over the purchase, the piece of goods can be returned and refund demanded. But this cannot be done so easily with an intangible thing like warehousing service. Stocks warehoused today are forgotten tomorrow. But, because of this impossibility of redress, the memory of an unsatisfactory warehouse service lingers longer in the purchaser's mind than his dealings with a satisfactory warehouse. And, given a number of these unsatisfactory experiences, the purchaser becomes a chronic grumbler against warehouse companies. It is essential, therefore, that every warehouseman take every possible step to insure a satisfactory transaction at all times.

Warehousing may be accepted as a fundamental conception of human intelligence, as soon as it has arisen to the stage of producing for future needs. As it is found today in the United States, warehousing is divided into four general classifications:

- (1) General Merchandise.
- (2) Raw Products of Agriculture.
- (3) Preservation of Foods.
- (4) Protection of Household Goods.

This order has been adopted in spite of the present conditions which would place the storage of food as of greater importance than the storage of general merchandise, a condition which is based upon historic facts and not in any way the situation which will result finally when the storage of general merchandise is more widely understood.

Passing now from the abstract to the particular, needs no argument to show that a principal function of warehousing is to stabilize the supplies between production and consumption; that storage for future needs is as necessary almost as the production for future needs and that no stabilized production can take place until a stabilization

of the produced articles accompanies it.

We all have profited by this world-wide discussion of the cost of distribution and our business has come to the front in many ways this past year. Up to this time we have really been carried on by the natural flow of events. We have been able to create a good-will. Some seem to think that this good-will will last for a long while and that they do not need to add to it right now. To some extent that is so. The fly-wheel goes on turning for a while after the power is shut off, but not for long, and when it stops it takes more power to start it by six times than it takes to keep it running. One might almost as well say: "We won't buy coal now that it is so expensive; we will gradually chop up the plant and burn that in the furnace until coal is cheaper, and then we can rebuild the plant." Good-will is a fine thing to use, but not so fine a thing to use up. Time is destructive—stop building and time starts tearing down. Some things last longer than others but nothing lasts so very long. You think of your business, for instance, as built, but it only stays built because you are painting and repairing and gradually but continually replacing it bit by bit.

The storage business in its essential activities is of a definite service in the promotion of human welfare or it fails as a business. If this statement is not accepted without question by every man engaged in the warehousing business today there is little hope for the future of our business. There is such a thing as a *Destuctive Force of Silence*, and if the individual members of our association continue to feel their business is of no consequence and they have nothing to advertise, and care to continue to apologize when informing their friends that they are in the warehousing business, I safely predict that their names will be engraved in granite—on their business tombstones, and they will be told by the receiver that that was the best thing they ever did.

Quality and Service Have a Larger Meaning Here

ON
TIME
ALL TIME

ECONOMY and QUALITY
are two irreconcilable elements
in the purchase of printing—
unless you buy from a large
organization of better crafts-
men having a low overhead.

THAT'S the National Capital Press. The quality of our product will compare with any—the saving in cost is a legitimate one, due to our favorable location, our completely equipped large plant and the purchase of supplies in immense quantities.

*Ask a representative
to demonstrate both*

NATIONAL CAPITAL PRESS

1210 - 1212 D STREET N.W.

WASHINGTON, D. C.

NOT TOO LARGE TO DO A SMALL JOB WELL

A Swindler Gets the Retort Courteous

How One Man Answered an Old-Fashioned Come-on Game Operated from Canada and Now Blacklisted by the National Vigilance Committee and the U. S. Government

WHEN Otto Schmidt of Hamburg wrote his alluring advertising copy describing the prizes to be awarded in the lottery he was promoting, he overlooked an important obstacle in the way of turning prospects into customers. Otto promised much in his copy. He said, "It is highly probable that you will at a later time thank me for having drawn your attention to this chance of making a fortune, and for having shown you the way by which thousands before you have had the greatest success." But unfortunately for Mr. Schmidt's dreams of having his mail box all cluttered up with dollar bills from America he didn't know that a fraud order number 5814 had been issued against him by the Postmaster-General, with the result that mail addressed to him was returned to the sender marked "fraudulent" across the face of the envelope.

Another concern whose advertising results will be extremely hard to check is the Canadian Silverware Company, known also as the Imperial Silverware Company, The Community Sterling Company, the Canada Jewelry Company, the Crown Silverware Ring Company and exactly twenty-nine other names—all of which have been carefully listed by the National Vigilance Committee of the Associated Advertising Clubs of the World and sent out in a recent bulletin. The method of these firms, all of which are run by the same man, is to defraud people out of money by means of a bogus puzzle contest and phoney prizes. Readers have been tricked into believing that they could secure a "Fifty Dollar Mexican Diamond" or "Im. Egyptian diamond" or

other "valuable prize" by correctly solving a simple diagram or answering a card.

It was necessary, however, as the advertising said, to remit \$1.48 or \$.98 in order to get any of the prizes. The merchandise offered by the company proved upon examination to be practically worthless. In many cases the remitter received nothing whatever for his money. Most of the advertising consisted of postal cards distributed promiscuously to people who had never entered any sort of contest.

A young man in White Plains received one informing him "The puzzle contest you entered some time ago is now closed and you have been one of the successful ones." The prize which the company said it held subject to his order was "a most elegant eight-piece set of tableware of pretty design and of a very good value in jewelry stores." He was told that the prize belonged to him, and that upon receipt of \$1.00 to cover the cost of shipping, packing, handling, the company would be pleased to forward his prize.

He enclosed a bank draft for \$1.00 and this particular advertising didn't prove any better than Otto Schmidt's game of lottery advertising because the envelope was returned to him marked "Fraudulent."

Another man, in Hartford, took a very courteous method of getting back at a generous offer made by a puzzle advertiser. He, too, received a card which said, "Dear Friend: Sometime ago you entered a puzzle contest. We are glad to inform you that the same is now closed, and you are one of the successful ones selected. Your prize consists of a most elegant Eight-Piece Im. Silver Set, or an (Im. Egyptian Diamond apparently worth \$10.00 in Jewelry Stores). Either prize belongs to you, and upon receipt of 98 cents in Cash or Money Order (no checks) to cover all costs, mailing, packing, etc., we shall be glad to forward your prize at once. Kindly return this card to us with the required amount within 15 days so we can

Smith and Jones of Boston

SMITH and Jones are Bostonians. Both the Smith family and the Jones family are prospective customers for the most of the things that manufacturers sell to the public. They represent a market of tremendous possibility for the advertiser—for the Smiths and Joneses are Boston.

With respect to their reading habits, however, the tastes of Smith are not those of Jones. Different environment, association, inheritance and tradition have affected the sentiments and ideals of each of these men. The newspaper which will satisfy Jones can never satisfy Smith.

There are four major papers in Boston which have been built to reach Smith and Jones. The Herald-Traveler, differing from the rest in appearance, news emphasis and in editorial appeal, has been built to reach Smith. The other three, alike in these respects, have been built to reach Jones.

Smith looks for his information on world affairs to the Herald-Traveler. Smith and his family look to the Herald-Traveler for their information regarding merchandise, its quality and its value. Smith is a wonderful market, for Smith is a quarter of a million people. Smith is the Herald-Traveler readers who cannot be reached except through the Herald-Traveler. The importance of the Herald-Traveler and the Herald-Traveler market is seen in the fact that the Herald-Traveler carries more national advertising than any other Boston daily newspaper.

In the interest of advertising that will speak to all the people of Boston, the Herald-Traveler has prepared a booklet, "The Road To Boston." Requests for this booklet, on business stationery, will be honored promptly.



THE BOSTON HERALD-TRAVELER

Where Are Your 1923 Ideas?

"Ideas sell merchandise to the public. Ideas, therefore, could help many manufacturers tremendously and incidentally add to the number of national advertisers."

"It is not difficult for a business to run out of ideas after plugging at one for a number of years. Old talking points become exhausted. The industry or the product no longer appeals to the imagination of the public and sales get running along in a groove according to accepted demand."

"Where shall the manufacturer get his new motive power for 1923?"

"IDEAS That Are Making Advertising Campaigns," by Roy Dickinson, from which the above is taken, is the first article in the January issue of Printers' Ink Monthly.

It leads because it sounds a keynote for 1923, because it tells how many manufacturers, among them the Standard Sanitary Company, the International Silver Company, the Corning Glass Works, the Sealright Company, Inc., the Nonik Glassware Corporation, Cluett, Peabody & Company, the Ward Baking Company, the American Sugar Refining Company, and Bauer & Black, have uncovered new ideas and made them the basis of advertising campaigns that have meant big increases in sales.

In 1923, as in the past, Printers' Ink Monthly is going to bring before you the stories of ideas that have meant so much to other advertisers. Every issue will be your conference with a score of advertising and sales executives. They will put their ideas and their methods at your disposal. They will tell you how to make 1923 your biggest year.

92 Ideas Coming From?

There Are 25 Other Significant Articles in the January Monthly

Letters That Sell a Salesman on His Job and House

S. B. Sieg, manager of the Western Grocer Mills, tells of a remarkable series of letters that he has written to salesmen—and quotes a number of these letters in their entirety.

Revealing Hidden Flaws in the Selling Plan

How the Charles B. Knox Gelatine Company uncovered hitherto undetected weaknesses in its sales policy by J. E. Knox, in charge of sales, and interpreted by Roland Cole.

Increased Business through Instruction of Retail Sales People

By working closely with retail clerks the Frank M. Prindle Company has procured more business and built up some powerful allies. How this is done and what it has meant to the company were told by Carlyle Prindle, General Sales Manager, to James True.

My Factory Is Located in 600 Homes

The unusual story of how a company, the Pinkham Associates, Inc., came against the stream of present industrial development with marked success, told by the president, H. T. Pinkham.

Humanized Catalogue Illustrations

How Advertising Reduces Sales Force Turnover

Are You Neglecting the Finishing Touches?

Moving a Mail-Order Business to Main Street

Advertising to Married Men

Because each issue of Printers' Ink Monthly contains so many exceptional articles on advertising and selling problems it has become as essential a part in the reading of successful advertising and sales executives as Printers' Ink Weekly. Because it is essential it has become an increasingly profitable advertising medium for advertisers who wish to reach men who buy. Forms for the February issue close January 15th.

PRINTERS' INK MONTHLY

25 cents a copy \$2.00 a year

5 Madison Avenue

New York



ERWIN, WASEY & COMPANY

Advertising

CHICAGO

NEW YORK

PARIS

LONDON

It is the conviction of the men in this organization that in advertising as in any other serious work, the smallest job is quite big enough to be done well

We have complete advertising organizations in both London and Paris, for the service of clients doing business in the United Kingdom or on the Continent

have the prize shipped to you promptly from the U. S. A. Factory. Be sure to remit charges direct to us. Congratulating you on your good fortune, we beg to remain, Very faithfully yours."

The "Dear Friend" thus addressed, whose name had apparently fallen among thieves and who had been selected as a prospective sucker in this hackneyed come-on game replied in kind to the promise of an Im. Ethiopian Diamond. Since they had addressed him as "Dear Friend" Mr. Sherman of Hartford, Conn., recipient of this kindness, answered with all courtesy and kindness as follows:

Dear gents:

I was more than astonished to receive your postcard by way of notifying me that I had at last won a prize in a contest, which prize consists of an Im. Egyptian Diamond, apparently worth \$10.00. This is important, if true. Tell me, is it the Egyptian that is Im. or the diamond? That is, I am curious to know whether it is the Egyptian part that has been imitated or the diamond part, if I make myself clear.

By the way, what was the contest? The last contest I entered was guessing how many beans there were in an empty barrel of flour. I was under the impression that this was the only time I had contested of late, but I must have taken one in casually on the side, unbeknownst, so to speak.

I accept your congratulations with due modesty, as becomes one of my retiring nature. These little triumphs are the wine of life, and no matter how eminent a contestant one becomes, there is always a thrill in knowing that one has attained the unattainable and grabbed off a *prize*.

And now for the sad part of it. I haven't 98¢! I spent it all in riotous living, although for months I saved it, hoping against hope that I would win. If I had only known! So the only way I can hope to profit by my success would be for you to pick out an Im. Egyptian Rhinestone, apparently worth \$9.02 and send it to me, applying the deduction of 98¢ against the costs of packing, mailing, etc. This 98¢ will be sure to cover all of your costs, will it not? If it won't, please pack it a little less elaborately. I should hate to have you lose anything in the transaction.

Hopefully yours,

L. SHERMAN.

A new advertising business has been formed in Los Angeles by Tom Killian, who was formerly vice-president of Jenkins, Back & Killian, Inc., of that city, and at one time vice-president of the Arnold Joerns Company, Inc., Chicago advertising agency.

The Banana Considered as an Advertising Prospect

That there will be "something doing" in the banana game very shortly is the prediction of the fruit trade. The predicted action will start in Los Angeles, it is said, with a plan now under way to bring weekly shipments of this fruit from Central America to the Western port, and to market this fruit through an advertising campaign.

Over 90 per cent of the bananas now coming into the United States are unloaded at New Orleans, Galveston and one or two other ports. The average annual imports of this fruit approximate 100,000 cars, which means one bunch of bananas a year to every four individuals in the country—a consumption that might easily be doubled.

Bananas are now marketed by a very satisfactory system, millions having been spent in cultivating, harvesting and handling this fruit. But banana importers have not increased their markets as they might have done through advertising.—*California Fruit Growers Association's "Sunkist Courier."*

Cincinnati Agency Increases Staff

Edwin E. Myers, formerly secretary-manager of the Southern Pine Association, New Orleans, has been appointed assistant general manager of the Washburn-Flarsheim Company, Cincinnati advertising agency. Walter T. Williams also has joined the staff of this agency as chief copy writer. Mr. Williams was formerly editor of the *National Laundry Journal* and managing editor of the *National Cleaner and Dyer*, Chicago.

This agency has obtained the account of the Crown Malt Extract Company, Cincinnati.

C. H. Greene to Have Own Business

Carl H. Greene, who is editor of *Export and Foreign Trade Today*, will conduct a foreign market advertising and merchandising business of his own at New York after January 1. Mr. Greene previously had been engaged in this business.

New Account for Redfield Agency

The Collier Company, New York manufacturer of Steelgrip, a device for clipping papers and documents together, has placed its account with the Redfield Advertising Agency, New York.

The Crystal Chemical Company, New York, manufacturer of pharmaceuticals, toilet articles and La Fleurette cosmetics, has placed its account with Joseph E. Baer, Inc., New York advertising agency.

Trade-Mark Protection Explained in Simple Terms

Government Issues Pamphlet of Information for the Uninformed Layman

II

APPLICATIONS cannot be examined out of their regular order, except as provided by the rules. Members of Congress can neither examine nor act in trademark cases. Applicants should not impose upon Senators or Representatives labor which will consume their time without any advantageous results.

An application will not be accepted for examination until all its parts are received.

Applications are numbered in regular order and the applicant informed of the *serial number* of his application, which should always be given in every communication.

All the papers embraced in the application should be attached together; otherwise a letter must accompany each part, accurately and clearly connecting it with the other parts of the application.

Applications are examined by the examiner of trade-marks, in regular order of filing, to determine whether they are in proper form and of a registrable character and also to see that registration is not prohibited by the mark of some other person. If any defect is found, applicant will be so advised with particulars and he may amend to avoid the objection. The *amendment* should be addressed to the Commissioner of Patents and should give the name of applicant, the serial number of the application, and the date it was filed. If no amendment is filed for one year after the last official action the case will be abandoned. Amendments must clearly point out the distinction which the case presents in view of the reasons for rejection, and also show how the amendments avoid the rejection.

Every amendment must specify

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the exact word or words to be stricken out or inserted and indicate the precise point where the erasure or insertion is to be made. Amendments must be written on one side only of sheets of paper separate from the papers previously filed. Erasures, additions, insertions, or mutilations of the papers on file must not be made.

The applicant must request reconsideration in writing and distinctly and specifically point out the supposed errors in the examiner's action; he must respond to every ground of objection of the prior office action, and his amendment must appear throughout to be a bona fide attempt to advance the case. The mere allegation that the examiner has erred will not be received as a proper reason for such re-examination or reconsideration.

After the completion of the application *the office will not return any of the papers*. If applicants have not preserved copies of the papers the office will furnish them on the usual terms.

If an application under the act of February 20, 1905, is found allowable the applicant is notified, but before registration the mark is *published in the Official Gazette* of the Patent Office. Within 30 days after the date of publication, anyone who feels that he would be injured by the registration of the mark may file an *opposition* to its registration, for which a fee of \$10 is charged. (See Form R, p. 130.)

If applicant asks for registration under the act of February 20, 1905, and the mark is found to be like that of another applicant and the goods on which the marks are used are alike, an interference will be declared to determine which applicant is entitled to register. An interference, with a mark already registered to another, will be declared if applicant can show that the mark of the

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**STATE CROP VALUE 70
MILLION OVER 1921**

Total Yields Worth of Principal
This Year \$223,
994,929

CORN PRODUCTION IS LESS

*Special Dispatch to the World-Herald from
a Staff Correspondent.* — The total
value of farm crops in Nebraska, as
of the date of Nov. 1, based on produc-
tion estimates of the government,
is \$153,560,690, compared with a val-
uation of the same year of only \$153,560,690,
an increase of more than \$70,000,000,
according to an advance summary of

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uation of the same year of only \$153,560,690,
an increase of more than \$70,000,000,
according to an advance summary of

Nebraska

There is money for you in Nebraska. People are all working. Nebraska and Western Iowa is prosperous. Tell your story to this greater territory thru Nebraska's great predominant newspaper.

The World-Herald had 49.3 per cent of the clean advertising published in the three Omaha papers the first 11 months of 1922.

The WORLD-HERALD
Most News Most Ads All Clean

registration is probably abandoned or that applicant used it before the date of the prior registration.

There are neither oppositions nor interferences with respect to marks under the act of March 19, 1920.

If, after a trade-mark is registered, anyone feels that he is injured by it, he may apply to have it canceled. No fee is required in a cancellation proceeding. (See Form S, p. 129.)

Interference, opposition, and cancellation proceedings are controlled by technical Patent Office and equity court rules and demand the services of skilled attorneys for their best conduct.

On the day issued the *certificate of registration* will be delivered or mailed to the attorney of record, if there be one; or, if the attorney so request, to the owner; or if there be no attorney, to the owner, if he so request.

Should registration be finally refused and applicant believes his mark should be registered, he may appeal to the Commissioner of Patents in person, and from him to the Court of Appeals of the District of Columbia. Similar appeals may be taken in interference, opposition, and cancellation proceedings.

Registered trade-marks and trade-marks for which applications for registration have been filed may be assigned, but only in connection with the good will of the business in which they are used. The assignment should be in writing and acknowledged according to law, and should state the number and date of the certificate of registration, or the name of the owner, the serial number and date of the application for registration. Such an assignment may be recorded in the Patent Office, and will be void as against any subsequent purchaser or mortgagee, for a valuable consideration, without notice, unless so recorded within three months from the date of the assignment. The date of record is the date the assignment is received at the Patent Office in proper form, and accompanied by the full legal fee

for recording. No instrument will be recorded which is not in the English language, and which does not, in the judgment of the commissioner, affect the title to which it relates. (Forms Y and Z, p. 133.)

When a trade-mark has been registered, notice should appear on the goods in connection with the mark, thus: "Registered in U. S. Patent Office," or "Reg. U. S. Pat. Off."

Registrations under the act of 1881 last for 30 years, and may be renewed under the act of February 20, 1905, for 20 years upon the filing of an application for renewal within the six months next preceding the end of the original term. (See Form T, p. 133.) Registration under the act of 1905 lasts for 20 years and may be renewed for a like period. (See Form T, p. 133.) It is not necessary to file with the renewal application either the original certificate or a certified copy thereof. If application for renewal is not filed before the registration expires a new application for its registration must be filed.

The owner of a trade-mark registered in the United States Patent Office on payment of \$5 may have his mark certified to the *International Bureau of Habana*, and so obtain protection in the *Central and South American countries* adhering to the Buenos Aires convention of 1910. For such purpose the owner must furnish (see Form W, p. 133) (A) International money order for \$50 payable to the "Director of the International Bureau, Habana." (B) Electrotype of the mark exactly as registered, no larger than 10 centimeters (approximately 3.9 inches) in either dimension. (C) Statement setting forth (1) name and address of the owner of the mark; (2) number and date of registration in the United States; (3) Spanish translation of the particular description of goods as stated in the certificate of registration. (The office is not in a position to furnish this translation; it must always be furnished by the applicant.) (D) if color



Within hailing distance

To the firms we serve, that means more than the mere fact that we're conveniently located. It means that we are close enough

to our clients to grasp their view-point; close enough to know the value they put upon a dollar; and, close enough to them for the members of our Staff who actually handle their individual accounts to preserve personal contact with each client.

Of the 24 New England accounts now handled by this organization, 11 have been with us 5 years or more. They know the worth of personal contact and close co-operation. If having an advertising agency that's within hailing distance in every sense of the word appeals to you, we'll supply reasons—based on the experiences of firms we now are serving—why it's worth your while to talk with us.

The rest we'll trust to your own judgment.

WALTER B. SNOW AND STAFF *Advertising*

Charter Member of American Association of Advertising Agencies

60 HIGH
STREET



BOSTON
MASS.

4832

WM. H. RANKIN COMPANY

Advertising

ASSOCIATED WITH CHAS. F. HIGHAM, LTD., LONDON, ENG.



1 WEST 31ST STREET
NEW YORK

December 7, 1922.

MR. JOHN IRVING ROMER, Editor,
Printers' Ink Monthly,
185 Madison Avenue, New York City.

Dear Mr. Romer:

Back in 1902 when I was Private Secretary to Mr. G. A. McClellan, General Manager of the Star League of Newspapers, I started reading Printers' Ink. We bought the front page for the advertising of the Star League of Newspapers, and it was my job to prepare copy for the 52 issues.

They brought results. Every step forward that I made Printers' Ink helped, and since then I have read every issue from cover to cover.

It has kept me abreast of the times in every advertising way, and each year it grows better and better.

Your new child, the Monthly, fills its place well, and without in any way detracting from the Weekly, it adds to one's knowledge of how, when and what to do in advertising.

I find the following men and women in our organization

are regular readers of the Weekly as well as the Monthly:

Robert E. Rinehart—*Second Vice-President*

Myron C. Perley—*Secretary*

Murray Howe	Hector Fuller
James Hoffman	Frederick Fugazzi
Dale Andrews	Miss B. Cooke
W. J. MacInnes	Miss R. Guth
H. L. Tyler	Miss C. Geddes
	William H. Rankin

all of our New York office, and

E. C. Tibbitts, Akron, Ohio

Adam F. Smith, Toronto, Canada

Thomas R. Shipp, Washington, D. C.

W. D. Nesbit—*First Vice-President*

H. A. Groth—*Treasurer*

W. S. Nordburg	C. L. Barnes
J. D. Driscoll	G. M. Johnson
R. C. Nelson	E. N. Fredrickson
Hugh Brennan	M. H. Krueger
Leo Cohen	Mr. Bach
J. H. Ellis	Miss H. E. Peck
J. R. Hunter	Miss Lewis
L. R. Palmer	Miss Ryan
	Miss N. Lasher

of our Chicago office, and

Louis Honig, San Francisco, California

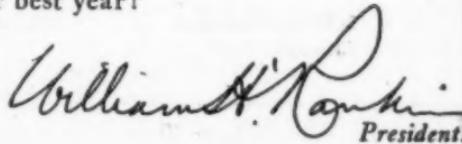
Vernon Churchill, San Francisco, California.

Sir Charles F. Higham, London

So you see Printers' Ink has quite a number of friends and boosters in the Rankin organization, and we wish you and yours continued prosperity and happiness.

May 1923 be your best year!

Sincerely,


William H. Rankin
President.

"EVERY time I come to Rogers & Company," said a client of ours yesterday, "I know I am going to get just the kind of helpful co-operation I need."

"What do you mean by that?" we asked.

"Why just this. You folks take as much interest in getting to the bottom of my problems as I do. You always have worth-while ideas, and you think intelligently about the things you do for me from start to finish. In a word, the results are guaranteed in advance."

These are the words of a customer who has come to know the real meaning of "Rogers & Company Service." We are printers who take pride in planning what we print so that it will work profitably for those who use it.



Rogers & Company *Producers of Planned Printing*

20th and Calumet
Chicago

8th Ave. at 34th St.
New York

is claimed in the registered mark, 31 copies, printed on paper and reproduced in color, must be furnished.

All fees must be paid in advance in species, Treasury notes, or national-bank notes, or post-office money orders or certified checks, payable to the "Commissioner of Patents." Money sent by mail will be at the risk of the sender. Letters containing money should be registered. *Postage stamps will not be accepted.*

On payment of the proper fee anyone may procure a copy of any record, book, paper, or drawing relating to trade-marks belonging to the Patent Office, certified by the Commissioner of Patents.

An order for a *copy of assignment* must give the liber and page of the record, as well as the name of the registrant; otherwise an extra charge will be made for the time consumed in searching for such assignment.

FEES.

On filing each original application for registration of a trade-mark	\$10.00
On filing each application for renewal of the registration of a trade-mark	10.00
On filing each application for a communication to the International Bureau, Havana	5.00
On filing notice of opposition to the registration of a trade-mark	10.00
On appeal from the examiner in charge of trade-marks to the Commissioner of Patents under the act of February 20, 1905	15.00
On appeal from the decision of the examiner in charge of interferences, awarding ownership of a trade-mark or canceling the registration of a trade-mark, to the Commissioner of Patents	15.00
On appeal from the decision of the examiner in charge of trade-marks on a motion for the dissolution of an interference on the ground of non-interference in fact or non-registrability of a mark, to the Commissioner of Patents	15.00
For manuscript copies, for every 100 words or fraction thereof	.10
For photostat copies of records: Size 10 by 15 inches, per copy	.25
Size 8 by 12½ inches, per copy	.15
If certified, for the certificate, additional	.25
For recording every assignment, power of attorney, or other paper of 300 words or under	1.00
Of over 300 and under 1,000 words	2.00

And for each additional thousand words or fraction thereof	1.00
For each additional trademark or application involved in one writing where more than one is so included or involved, additional	.25
For abstracts of title:	
For the search, one hour or less, and certificate	2.00
Each additional hour or fraction thereof	1.00
For each brief from the digest of assignments of 200 words or less	.20
Each additional hundred words or fraction thereof	.10
For searching titles or records, one hour or less	1.00
Each additional hour or fraction thereof	1.00
For a single printed copy of statement, declaration, and drawing	.10
If certified, for the grant, additional	.50
For the certificate	.25

The Official Gazette, a weekly publication, has been issued since 1872, containing claims of all patents issued, including reissues and designs, with portions of the drawings selected to illustrate the inventions claims; illustrations of trade-marks published, and lists of trade-marks, prints, and labels registered, and decisions rendered by the courts in patent and trademark cases and by the Commissioner of Patents, and other special matters of interest to inventors. The Gazette is furnished to subscribers at the rate of \$5 per annum. When sent abroad, an additional charge is made for the payment of postage. Single copies are furnished for 10 cents. All orders and remittances for the Gazette should be sent to the Superintendent of Documents, Government Printing Office, Washington, D. C. The Gazette is issued in monthly volumes. An index is published annually.

The decision section is issued separately at 5 cents each or \$2.50 a year.

The trade-mark section, including registered labels and prints, is issued separately at 5 cents each or \$2.50 a year.

(P) DECLARATION FOR FOREIGNER LOCATED ABROAD⁶

United States Consulate, } ss:
London, England. } ss:

John Doe (Name of affiant) being duly sworn, deposes and says that he is the applicant named in the foregoing

statement; that he believes the foregoing statement is true; that he believes himself to be the owner of the trade-mark sought to be registered; that no other person, firm, corporation, or association, to the best of his knowledge and belief, has the right to use said trade-mark in the United States, either in the identical form or in any such near resemblance thereto as might be calculated to deceive; (that said trade-mark has been registered in *England*, (Name of country) on *June 1, 1900*, (Date.) No. 49316¹) (Number of registration.) that the description and drawing presented truly represent the trade-mark sought to be registered; and that the specimens (Or facsimiles.) show the trade-mark as actually used upon the goods.

JOHN DOE.

(Full signature of Affiant.)

Subscribed and sworn to before me, a *United States consul*, (Official title.) this *20th* day of *January, 1906*. (Date of execution.)

[SEAL.]

RICHARD JONES,
United States Consul.
(Official title.)

(a) NOTICE OF OPPOSITION.²

To the Commissioner of Patents:

In the matter of an application for the registration of a trade-mark for *sewing machines*, (Particular goods.) Serial No. 1906, filed *April 15, 1906*, (Number and date of application.) by

John Doe, (Name of applicant.) of *San Francisco, Cal.*, (location or residence of applicant.) which was published on page 1746, Vol. 120, No. 13, of the *Official Gazette* of *June 13, 1906*, (Page, volume, number and date of the *Official Gazette*.) I, *Richard Roe*, (Name of party opposing.) residing at *No. 12 Clarke street, city of Chicago, State of Illinois*, (Residence or location of party opposing.) believe I would be damaged by such registration, and I hereby give notice of my intention to oppose the registration of said trade-mark.

The grounds for opposition are as follows: (Here state the grounds for opposing registration.)

Two specimens of the mark as used by me are attached hereto.

RICHARD ROE.

(Full signature of opposing party.)

County of *Cook*, } ss:
State of *Illinois*, }

Richard Roe, being duly sworn (or affirmed), deposes and says that he is the party of that name mentioned in the foregoing notice of opposition, that he has read and signed the same and knows the contents thereof, and that the same is true of his own knowledge.

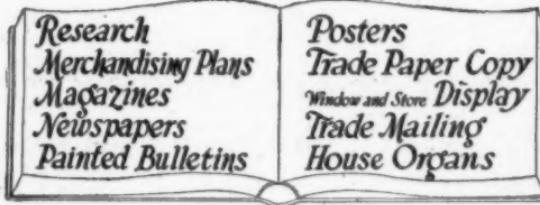
³ In case the applicant is a firm, corporation, or association, the declaration should be modified accordingly.

⁴ If the trade-mark has not yet been registered, but an application for registration has been filed in the country where applicant resides or is located,



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vanderpirtschaft Bldg
PITTSBURGH



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR BETTER STILL ASK US TO CALL.

The KNIT GOODS GROUP



The Journals of the Knit Goods Trade

Published monthly

by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N.Y.

What are your goods?

NOBODY wants to buy poor quality; but a lot of it gets sold—because folks think it's good, and they see it's low priced. They forget that the two seldom go together.

The fact that good quality costs more than poor, isn't necessarily a handicap; it can be, and should be made an advantage.

Good advertising is the best means of showing buyers that the important part of the transaction is in what they get, rather than in what they pay for it. A manufacturer who honestly makes goods that are worth the price, doesn't have to be very anxious about getting the price. He can devote himself to perfecting production; the public takes care of his sales and his profits.

Any business can be advertised right, if it's the right kind of a business. We're doing it for a number of very good ones.

Williams & Cunningham
6 N. MICHIGAN AVE. CHICAGO
111 FIFTH AVE. NEW YORK



this clause should be omitted and the following substituted therefor:

"that an application for registration of said trade-mark was filed by him on the 20th day of January, 1900, (Date of filing.) in England," (Name of country.)

If the opposing party be a firm, corporation, or association, the notice of opposition should be modified accordingly.

except as to the matters therein stated to be alleged upon information and belief, and as to those matters he believes it to be true.

RICHARD ROE.

Subscribed and sworn to (or affirmed) before me this 23d day of June, 1906.

[i. s.] CHARLES KLINGMAN,

Notary Public,
(Official title.)

(S) APPLICATION FOR CANCELLATION OF TRADE-MARK.¹⁸

To the Commissioner of Patents:

In the matter of trade-mark No. 1898 (Number of registration.) registered May 23, 1906, (Date of registration.) by Richard Roe, (Name of registrant.) of the city of Portland, county of Cumberland, State of Maine, (Residence or location of registrant.) I, John Doe, (Name of party applying for cancellation.) residing at No. 113 Fayette street, in the city of Baltimore, State of Maryland, (Residence or location of the party applying for cancellation.) deem myself injured by said registration, and I hereby apply for the cancellation thereof.

The grounds for cancellation are as follows: (Here state the grounds for cancellation.)

Two specimens of the mark as used by me are attached hereto.

JOHN DOE.

(Signature of party applying for cancellation.)

State of Maryland, } ss:
City of Baltimore, } ss:

John Doe, being duly sworn (or affirmed), deposes and says that he is the party of that name mentioned in the foregoing application for cancellation, that he has read and signed the same and knows the contents thereof, and that the same is true of his own knowledge, except as to the matters therein stated to be alleged upon information and belief, and as to those matters he believes it to be true.

JOHN DOE.

Subscribed and sworn to (or affirmed) before me this 26th day of June, 1906.

[i. s.]

JOHN JONES,
Notary Public.
(Official title.)

(T) PETITION FOR RENEWAL.

To the Commissioner of Patents:

John Doe requests certificate of registration No. _____, granted to _____, which he now owns and has not abandoned, be renewed in accordance with the provisions of section 12 of the trade-mark act of February 20, 1905.

JOHN DOE.
(Address.)

(W) INTERNATIONAL BUREAU, HABANA.
To the Commissioner of Patents:

Henry Thompson, whose postal address is _____ Street, city of _____ State of _____, and who is the owner of trade-mark registered in the United States Patent Office on June 18, 1922, No. 124528, requests that his said mark be communicated to the International Bureau, Havana.

There is enclosed the fee of \$5; an international money order for \$50 payable to "Director of the International Bureau, Havana"; an electrotype of the trade-mark; a translation into Spanish of the particular description of the goods as stated in said registration (and thirty copies of the mark printed on paper, reproduced in color).¹⁹

HENRY THOMPSON.

(Y) ASSIGNMENT OF APPLICATION FOR REGISTRATION.

Whereas _____, of the city of _____, county of _____, and State of _____, has adopted and used in his business a trade-mark for which he has filed application for registration, serial No. _____, dated _____, 19_____, in the United States Patent Office; and

Whereas _____, of the city of _____, county of _____, and State of _____, is desirous of acquiring said mark:

Now, therefore, to all whom it may concern:

Be it known that for and in consideration of the sum of _____ dollars and other good and valuable consideration to him in hand paid, the receipt of which is hereby acknowledged, said _____ has sold, assigned, and transferred, and by these presents does sell, assign, and transfer, unto the said _____ the entire right, title and interest in and to the said trade-mark and the application for registration thereof, serial No. _____, together with the good will of the business in connection with which said mark is used, and the Commissioner of Patents is requested to issue the certificate of registration of said mark to said assignee.

State of _____ } ss:
County of _____ } ss:

Personally appeared before me the said _____ and acknowledged the above instrument as his free act and deed this _____ day of _____, 19_____.
Notary Public.

(Z) ASSIGNMENT OF REGISTERED MARK.

Whereas _____, of the city of _____, county of _____, and State of _____, has adopted and used in his business a trade-mark, which is registered under No. _____, dated _____, 19_____, in the United States Patent Office; and

Whereas _____, of the city of _____, county of _____, and State of _____, is desirous of acquiring said mark:

¹⁸ May be omitted if no claim is made to color.

¹⁹ If the party applying for cancellation be a firm, corporation, or association, the application for the cancellation should be modified accordingly.

THE BILLBOARD

has quite a number of strong points, any one of which may possibly have quite a claim upon your consideration.

A brief talk with any of our solicitors will generally bring one of these out.

Our solicitors are not impudent. Also they deal in facts only.

THE BILLBOARD PUBLISHING CO.

Member A. B. C.

1493 Broadway
NEW YORK
Bryant 8470

35 So. Dearborn
CHICAGO
Central 8486

HAWAII— the new field of trade

Hawaii, geographically, strategically and commercially is the center of the Pacific. It is the crossroads of the highways to the East.

Its evident importance as the chief way-port on every important trans-Pacific line is fortified and enhanced by its own tremendous trade and by that trade's natural consequence—an obvious prosperity.

The favorable trade-balance, constantly increasing, exceeds \$100,000,000 annually.

Here is field, where, in acquiring present business, you will also be building for a tremendous future.

HONOLULU STAR-BULLETIN.

REPRESENTATIVES:
ALOHAH SEYMOUR CO.
New York, Chicago, St. Louis
M. C. MOGENSEN & CO.
San Francisco, Los Angeles, Seattle

Now, therefore, to all whom it may concern:

Be it known that for and in consideration of the sum of _____ dollars and other goods and valuable consideration to him in hand paid, the receipt of which is hereby acknowledged, said _____ has sold, assigned, and transferred, and by these presents does sell, assign, and transfer, unto the said _____ the entire right, title, and interest in and to the said trade-mark and the registration thereof, No. _____, together with the good will of the business in connection with which the said mark is used.

State of _____, ss:

County of _____, ss:

Personally appeared before me the said _____ and acknowledged the above instrument as his free act and deed this _____ day of _____, 19____.

Notary Public.

PRINTS AND LABELS

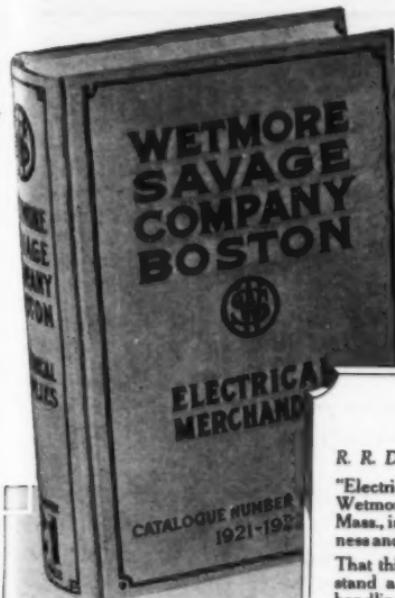
Prints and Labels are artistic creations used in the sale of goods and may be copyrighted in the Patent Office for 28 years and renewed for 28 years under the copyright law of 1874. Each must name or picture or be descriptive of some particular article or class of articles, and *prior to filing application* for copyright must be originally published with notice of copyright thus: "Copyright (or Corpr.) 1922 by John Smith."

The notice of copyright is notice to the public that claim is made to copyright of the artistic creation as a whole. If once published without this notice, or if registration is not applied for within a reasonable time after publication with the notice of copyright thereon, the print or label becomes dedicated to the public and will not be registered. Application for copyright may be filed by either author or owner.

A *label* must be attached to the goods, as by pasting onto the container, while a *print* can not be attached to the goods, but must be used to advertise them, such as advertisements in magazines and street-car cards.

A print or label differs from a trade-mark in that it must be descriptive of some goods, and covers all the matter appearing thereon rather than some special part thereof.

Copyright gives the owner the



*Another
catalog
bound in
INTERLAKEN*

Printed and bound by
R. R. Donnelley & Sons Co., Chicago

"Electrical Merchandise," issued by
Wetmore Savage Company, Boston,
Mass., is nearly three inches in thick-
ness and weighs almost seven pounds.
That this book was planned to with-
stand a great deal of thumbing and
handling is evidenced first, by nu-
merous thumb-cut indexes; second,
by the quality of the inside stock;
and finally, by the SUBSTANTIAL
manner in which the book is bound—
INTERLAKEN Book Cloth having
been used for its covers.



INCE 1883, Interlaken has been the standard
by which book cloth values are judged—not
only in respect to color quality, uniformity of
finish and distinctiveness of pattern, but also in strength
and in ability to withstand HARD USAGE.

Anyone desirous of insuring the PERMANENCE of a
printed message should write for a copy of our cloth
bound booklet, "Getting Your Booklet Across."

INTERLAKEN MILLS,

Providence, R. I.

Interlaken
Book Cloth *The
standard
since 1883*

Emphatic Testimony TO THE PULLING POWER OF THE News League Papers

THE DAYTON NEWS in November carried a total of 1,396,920 lines of advertising (a gain over 1921 of 208,922 lines).

More than other evening paper.....	65%
More than other seven-day paper (morning)	88%

In national space The Dayton News carried a total of 211,960 lines (a gain over 1921 of 35,392 lines).

More than other evening paper.....	101%
More than other seven-day paper (morning)	107%
More than combination of other two.....	2½%

THE SPRINGFIELD NEWS in November carried a total of 891,366 lines (a gain over 1921 of 125,972 lines).

More than other paper (morning).....	60%
--------------------------------------	-----

In national space the Springfield News carried a total of 151,270 lines (a gain over 1921 of 22,582 lines).

More than other paper (morning).....	265%
--------------------------------------	------

The Dayton News in November shows a gain of 12½ per cent in total number of Want ads, while both other papers show losses.

In Dayton and Springfield concentrate in News League Papers

National Representatives

I. A. KLEIN

New York—50 E. 42nd Street
Chicago—76 W. Monroe St.

PACIFIC COAST

A. J. NORRIS HILL CO.
Hearst Bldg., San Francisco

News League of Ohio

Members A. B. C.

DAYTON NEWS
SPRINGFIELD NEWS

right to sue directly in the Federal courts and obtain damages fixed by law. The notice of copyright should appear on every copy printed.

The fee for registering either a print or label is \$6, and may be returned if for any reason the registration sought can not be secured.

No drawing is required in print and label applications, but *ten specimens* are required. If the print or label is unwieldy, one original and ten photographic copies should be filed.

(1) **LABEL OR PRINT FORM FOR AN INDIVIDUAL.**

To the COMMISSIONER OF PATENTS:

The undersigned, _____,^a a _____,^b residing at _____,^c and doing business at _____,^d hereby applies as _____,^e for registration of the print [or, label] shown in the accompanying copies, 10 of which are furnished.

The print was first published, with Notice of Copyright thereon, on _____,^f its title is _____,^g and it is used [for advertising purposes for] _____,^h

(Full signature of applicant.)

(Author or Proprietor.)

By _____
A Member of the Firm.

(II) **LABEL OR PRINT FORM FOR A FIRM.**
To the COMMISSIONER OF PATENTS:

The undersigned, _____,^a a firm, domiciled in _____,^c and doing business at _____,^d hereby applies as proprietor, the author from whom title is derived being a citizen of (or subject to) _____,^e for registration of the print [or, label] shown in the accompanying copies, 10 of which are furnished.

The print was first published, with Notice of Copyright thereon, on _____,^f its title is _____,^g and it is used [for

a Insert name of applicant.

b Insert statement of applicant's citizenship, or of what ruler he is a subject.

c Insert applicant's residence, domicile, or location.

d Insert applicant's place of doing business, with postal address.

e State whether as author or proprietor; and if as proprietor, state also the citizenship of the author (or of what ruler he is a subject) from whom title is derived.

f Insert date of publication.

g Insert title of print or label which must appear on the copies furnished.

h State goods which print is used to advertise or label is used on.

i State citizenship of the author (or of what ruler he is a subject).

j State under the laws of what State or nation organized.

k A label application should substitute the word "on" for the words in brackets.



IS WHAT ADVERTISING FILMS MUST MAKE IN ORDER TO CIRCLE 'ROUND THE COUNTRY AND BRING HOME RESULTS

FOR YEARS WE HAVE SPECIALIZED IN BOTH THE RIGHT KIND OF PICTURES AND THE RIGHT KIND OF DISTRIBUTION

BOSWORTH, DE FRENES & FELTON
WILKES-BARRE, PA.



Their Loss!

If Adam and Eve had known of the Mississippi Gulf Coast the Garden of Eden would not have satisfied them. A veritable Paradise, Winter and Summer. More, a prosperous, modern, "go ahead" territory, with large resident as well as tourist population.

A fertile selling field.

3900 daily net paid, distributed simultaneously in Biloxi and Gulfport

THE DAILY HERALD

Gulfport Biloxi Mississippi

GEO. W. WILKES' SONS, Publishers

Five Minutes Talk

will, I feel sure, convince you that the man I know is the man you want.

If you want to pick the executive type for the job you have, you will be interested in the facts that he was in turn:

- a. Daily newspaper advertising solicitor
- b. Advertising Manager list of papers
- c. Advertising Manager monthly magazine
- d. In charge rotogravure section large city newspaper
- e. In army, promoted from Lieutenant to Major
- f. General Manager big national magazine
- g. Vice-President and Business Manager of another

He has gone up by hard work.

He is an executive, but knows and is not above detail.

His sale of his interest in his last publication makes his services available January 15.

Let me arrange the interview.

"President," Box 201, care of PRINTERS' INK.

advertising purposes for] _____
(Full signature of applicant.)

By _____
A Member of the Firm.

(iii) LABEL OF PRINT FORM FOR A CORPORATION.

To the COMMISSIONER OF PATENTS:

The undersigned, _____, a corporation duly organized under the laws of _____, located in _____, and doing business at _____, hereby applies as proprietor, the author from whom title is derived being a citizen (or subject of) _____, for registration of the print [or label] shown in the accompanying copies, 10 of which are furnished.

The print was first published, with Notice of Copyright thereon, on _____, its title is _____ and it is used [for advertising purposes for] _____
(Applicant's full name.)

By _____
President (or Other Officer.)

Changes Company Name to Include Name of Brand

After having sold its output for years as "Bear Brand" hosiery, the Paramount Knitting Company, Chicago, has changed its corporate name to conform with that of the brand name. The new company, recently incorporated in Illinois, is the Bear Brand Hosiery Company, with headquarters in Chicago and several mills in Wisconsin and Illinois. The officers of the new company are the same as those of the old organization and there is little change in the other personnel of the company.

Syracuse Manufacturer Plans Advertising Campaign

An advertising campaign, which will include newspaper, business publication, magazine and direct mail advertising, is planned by the O. M. Edwards Company, Syracuse, N. Y., manufacturer of Pullman car equipment, steel office furniture and padlocks. This advertising will be directed by Wortman, Cory & Potter, advertising agency of Syracuse and Utica.

Made Manager of Mexico City Agency

Stanley William Soitzer has been appointed manager of the Snitzler-Warner Company, S. A., Mexico City advertising agency. Wilfred Hernadez, who formerly managed this company has opened his own advertising business in Mexico City.

Corina Cigar Account with Gardner-Glen Buck

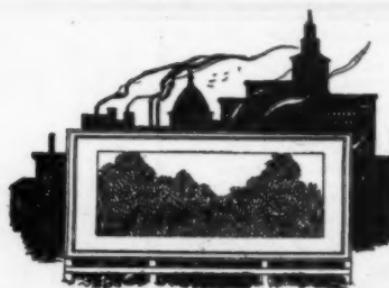
B. Lilienfeld Bros. Company, Chicago manufacturer of cigars, has placed its advertising account with the Gardner-Glen Buck Company, Chicago advertising agency. Newspapers will be used in a campaign for "Corina" cigars.

Read ~



At newsstands ~

25 cents



POSTER advertising is a national industry, developed to its present high standard of excellence by the members of the Poster Advertising Association. These members, who operate poster plants in over 9000 cities and towns, buy in great quantities the products listed below. There are but two things necessary to get this market: Quality products and the use of "Association News," the trade journal of poster advertising men.

Among the present advertisers in Association News, whose products are helping build quality into Association service, are:

American Rolling Mills (ARMCO)	Pittsburgh Plate Glass Co.
Mercury Time Switch Co.	Stein-Hall Co.
Eustis, Pennock Co.	Edgewater Paper Co.
Gordon & Carroll	J. W. Mortell Co.
Upco Co.	National Paint Co.

"Association News" is the only journal in the field and has 100% coverage of plant owners and executives for 9250 poster plants. We will gladly send a complete survey for your product on request.

Use

Association News

307-11 South Green Street

Chicago, Illinois

for marketing

Lumber, paint, steel, blanking paper, reflectors, time switches, paste, brushes, trucks, office equipment, cement, metal signs, scrapers, artists supplies, etc.

Foreign Travel Advertising Creates Sales Opportunities

(Continued from page 6)

income. There are far more people of moderate incomes in the United States than there are people of large incomes. So looking at the market of prospective purchasers as a whole, it is not unfair to the sellers of travel to say that the principal obstacle to increased sales is price.

On the other hand, travel is one of the easiest things to sell because of instinctive spirit of adventure and exploration resident in every human being. This instinct, unquenchable and insatiable in the lowliest, is as dependable as hunger or pride, and may be counted upon just as surely as the desire to get rich. Another fundamental human instinct is the yearning for rest, relaxation, recreation, change — everything implied by the word *holiday*. Nothing could be easier than the task of convincing a man that he needs a vacation—an opportunity for physical and mental recuperation.

Besides these two appeals to human instincts the subject of foreign travel is world-wide and perpetually interesting in and of and by itself. Distant lands and foreign people need no furbishing by the advertising man to attract the visitor. Art has enshrined them against a background of history. Name them with a word—Egypt, Rome, India, the Orient—and innumerable voices break into song.

ADVERTISING IS ALWAYS DEFINITE

Strangely enough, foreign travel, regarded as a commodity, is seldom sold as travel merely. For one person who buys a cruise or tour for the travel, five hundred buy the place at the end of the journey. Travel, without a place to go, would be very difficult to sell. What the travel agencies and steamship companies have to sell, therefore, is a place.

They feature its attractions, the customs of the people, the climate, historical associations and the value from an educational point of view of first-hand knowledge of remote places.

Many of the tourist agencies, like Cook, Raymond & Whitcomb, American Express Travel Department, advertise particular cruises at particular times of the year on certain ships. These concerns differ from the steamship companies in one important way. They are not primarily concerned with the ship, but rather with the tour or cruise. The steamship company, on the other hand, is chiefly interested in tours on its particular line of ships.

For example, a current advertisement of Thomas Cook & Son is entitled "Around the World." In smaller type, but occupying a prominent position in the advertisement is the mention of the particular ship chartered for the occasion: "By the specially chartered, splendidly appointed, new oil-burning Cunard Liner *Samaria*." After this brief mention, however, the story goes back to the "around the world" idea:

"Like a story from classic mythology—like reading the tale of an argo that hove anchor and sailed clear around the globe in quest of the wonders and mysteries, the splendors and beauties, of the world—finding them in their full glory while spring was waking in each land!"

"Just such an experience is offered you by our Golden Jubilee Cruise, which commemorates the 50th year since Thomas Cook, the founder of our organization, conducted the first tour around the world."

The following advertisement is one recently published by the Cunard Steamship Co. It shows the emphasis on the line of steamers and bears the caption, "Cunard and Anchor Steamship Lines." It reads:

"The whole history of transatlantic travel is typified in the growth and development of the Cunard Company—the famous passenger steamship line which

Are You the Man?

One who can take executive charge of an advertising agency organization—dovetail and coordinate the various departments into a smoothly functioning machine.

Are you experienced in credits, collections, management of personnel and familiar with advertising agency practice? Such a man can start at \$6000 to \$7500 per year and govern his own promotion.

Write, giving age—experience—nationality—salary received from last employer—and do not be afraid to write a long detailed letter.

All information will be treated confidentially.

Address "M. B.", Box 202, care of Printers' Ink.

Some Young Man's Opportunity

Unusual in Its Possibilities for the Future

A REAL opportunity is open with a well-established offset printing company, specializing along exclusive lines. The man accepted for the position will be between 21 and 25 years of age. He will be well educated, and of good appearance and address. He will be a hard worker.

Previous sales experience desirable, but not essential. What we require is a young man who has the potentialities of a good salesman and who can be developed into one.

The consistent growth of this company year by year assures him of a responsible and satisfying position in the future. The pay will be on a salary basis. Write for appointment, giving full information.

Address "P. D.", Box 204, care of Printers' Ink.

represents the latest ideas in construction and equipment and the highest refinement in the service afforded their passengers."

Then follows mention of a tour to the Mediterranean by the *Tuscania* on December 6 and the *Caronia* on February 10.

All advertisers of foreign travel are faced with one difficult problem, that of filling the ship or cruise. Tourist concerns, as stated before, do not own their own vessels, but charter space on particular ships for their cruises. But the steamship companies have a special problem of their own, namely, keeping their boats going all the year round.

In the case of the United Fruit Company no mention is ever made in the company's advertising of a particular ship. Reference is always to "The Great White Fleet," and the "Caribbean Cruise." By this means, bookings are under control and the danger of overselling certain ships and underselling others is greatly minimized.

Foreign passenger travel on United Fruit Company ships is limited to certain localities—Cuba, Jamaica, Panama, Colombia, Costa Rica, Guatemala, Honduras and British Honduras. In the early years of the development of passenger business on United Fruit Company steamers very little tourist travel was booked during the summer and fall. Persistent advertising is largely responsible for extending the travel season throughout the year, thus making it possible for the company to sell its passenger service all the year round.

Its tourist service is well organized. Large space, featuring the advantages of the Caribbean ports, is used in magazines and newspapers, and much direct-mail matter is employed. Advertisements are all keyed by room number, 17 Battery Place, New York, inquiries are followed up and results tabulated. Mediums for each year's campaign are selected on the basis of returns from advertising.

The interesting thing about the advertising of the Great White

The New York Tribune

announces

the appointment of

MR. GEORGE J. AUER

Advertising Manager

of the

Tribune Graphic





Have You Considered the Effect of the Marking Act on Your Canadian Printing?

THIS law, recently passed by Parliament, went into effect Nov. 1st and provides that all printed matter shipped or mailed into Canada from the United States must bear the words "PRINTED IN U. S. A." on each piece. All forms of printed matter come under the ruling, none are exempt. The present duty rate of 15c per lb. remains.

Since the "Made in Canada" sentiment is so strong amongst Canadian purchasers, would it not be good business to take advantage of this by having a Canadian Company print, store and distribute your literature? Not only would you save the duty but your literature would prove more effective.

We are equipped for all kinds of
work, and offer you our service
at REASONABLE PRICES

Farmer's Advocate of Wpg. Ltd.
Winnipeg, Man., Can.

A copy of the "Canadian Marking Act" and further information will be cheerfully forwarded upon request.



Fleet is the point already mentioned—no particular ship is referred to, and no particular cruise or sailing date is specified. Price, however, is prominently featured, as follows:

"Fares \$350 and up.

"All expenses. 23 days. Personally conducted.

"Great White Fleet Ships are the only vessels sailing to the Caribbean built especially for Cruise Service. Only one class—first class. First sailing from New York, January 6, 1923, weekly thereafter. See your local tourist agent or railroad ticket agent at once for reservations.

"FREE—"The Gates of the Caribbean," an illustrated booklet about Great White Fleet Cruises by William McFee."

**POSSIBLE COMPETITION FROM
GERMANY**

Travel advertising shows a great improvement during the last two or three years. Prior to the war the Hamburg American Line and the North German Lloyd were among the leaders in the field of foreign travel advertising. In enterprise and aggressiveness as merchandisers of travel, they were well in advance of most other companies and not only developed a great amount of new business but applied an excellent brand of salesmanship in landing it. The war put an end to the activities of both companies and most of their ships were handed over to the Allies and the United States. At the present time it is reported that the North German Lloyd has but one ship and the Hamburg American three. How long it will take these companies to rehabilitate themselves is worth thinking about, for already signs are not wanting that reorganization is under way. When they do come back it is not unlikely that they will go after business as intelligently and aggressively as they did before.

Few subjects have so many ramifications. Page after page could be written on the various forms of advertising employed by the larger companies, only a few

The Atlanta Journal Atlanta, Ga.

"The face of the paper" tells a vivid story to the one who is responsible for picking the most suitable cities and the best newspaper in each city for specific advertising.

Contents of any issue of The Atlanta Journal reflect a true picture of life and business in the Southeast.

Right now the picture smiles with the cheer of brisk buying, immense building and the happiness of employed and contented workers.

Advertising in The Journal Sells the Goods

Paper Boxes for Canada

"Made in Canada"

Your satisfaction is assured in our:

—Capacity

—Equipment

and intent to please you.

**RUDD PAPER BOX
COMPANY, Limited**
W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

A Real Salesman Available

He is leaving us because of a change in selling plan that necessitates closing the branch of which he has had charge. We'd keep him if we could.

He stands 6 feet 1 inch; weighs 190 pounds and has a smile in proportion. You'll like him when you meet him. He's been used to a high pressure sales force where the buyer's "No" was simply an incentive and a challenge to get the business. If he hadn't succeeded in getting it we wouldn't be paying for this space to tell you about him.

He knows best the grocery and confectionery trade. But he has also sold life insurance and he's still young enough (just under 30) to fit into any congenial line. He prefers to locate in Pittsburgh, but will go where necessary to meet the opportunity.

We'll gladly put you in touch with him.

Address "T. G." Box 308,
Care of Printers' Ink.

Sales Executive Wanted

Preferably a young man who has been out of college a few years and who has gained some general selling experience. This company sells fine imported and domestic textiles direct to customers through several thousand representatives located throughout the United States. Our sales have increased speedily and greatly during the past three years and being a young organization we look for even greater expansion in the future. The position to be filled calls for a young man who is eager to learn thoroughly the problems peculiar to a business of this kind. He will secure experience through actual selling and will go on the road, appointing and developing agents. This training may take only six months, if he absorbs rapidly. We will then bring him in to our headquarters as a sales executive. Salary will be based on past experience and achievement.

Please apply for interview in writing only, giving full particulars regarding yourself and your experience. Schweizer Importers, Inc., 521-531 West 57th St., New York City.

of which have been referred to in this article. Representatives of the tourist companies accompany each cruise, gathering new material and making photographs for use in advertisements and literature. The American Express Travel Department issues a "news letter" to prospects containing chatty bits of information about sailings and other cruise features. This company also assigns quotas to its field organization on advertised cruises and issues bulletins containing the standings of its various sales offices. The information gives the number of trips assigned as quota, the number actually booked, the percentage of quota sold, the amount in dollars and cents and the average sale.

The volume of foreign trade advertising is steadily growing. Advertising campaigns designed to attract people from the United States are now under consideration by many foreign countries. Communities are recognizing the manifold advantages of using paid

Does This Mean You?

Can you put "selling" ideas into advertising copy?

Can you write a promotional merchandising letter?

Have you a fair technical knowledge of the printing and engraving business, particularly as it relates to drawings, cuts, composition, and paper stock values and uses?

Have you had any experience in the Retail Dealer Field of the Automotive Trade?

Do you feel competent and are you ambitious to improve an opportunity with a well established, amply financed manufacturer located in Chicago?

Tell us what you think you are worth. Mention what you would be willing to take to demonstrate it.

Answer ALL of the questions fully.

No interview, personal or telephone, can be granted before your application with information asked for is received.

Address

George H. Duck
28 E. Jackson Blvd. Chicago, Ill.

FRONT COVERS

are now

Open to Advertisers

A new policy has been put in effect by which advertisers can secure front cover space on the NATIONAL LAUNDRY JOURNAL and the NATIONAL CLEANER and DYER for 1923.

First and foremost in their respective fields, these two publications cover the entire industries with the largest and best class of circulation.

National Laundry Journal

Established in 1878, is the only laundry paper published twice a month, and the only laundry paper showing an A.B.C. Audit.

National Cleaner and Dyer

Also showing A.B.C. Audit, reaches monthly nearly six thousand of the most reputable cleaning and dyeing establishments in the country.

The well-known "pulling power" of these publications will undoubtedly be enhanced by the front cover page advertising space now available.

Write or phone for representative to call

120 ANN STREET, CHICAGO

MEMBER AUDIT BUREAU OF CIRCULATIONS
MEMBER ASSOCIATED BUSINESS PAPERS

EVENING HERALD
LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.

Government statement for six
months ended September 31, 1922
average **145,953** daily

Representatives:

New York:	Chicago:
H. W. Moloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

SALESMEN
DIRECT—By-Mail
Advertising
Service

For Business and
Professional Men.
Something different and original
If you are used to earning \$500 or
more monthly on commission
basis, we have the ammunition.
SERVICE-SYSTEM
16-22 Lawrence Street
Newark, N. J.



In this conveniently arranged Special Report you will find the sort of "tonic" that livens up retail sales and starts the crowds coming.

Live Sales Ideas—real ways to tempt the buying public... An even hundred of them—each a sale stimulator, each a winner for the store that worked it out. Just the "meat" of the idea, how it was used and the result it produced.

RETAIL LEDGER
The News-Magazine of Retail Business Management
1719 Real Estate Trust Bldg., Philadelphia
Subscibe to the **Retail Ledger**
24 Issues **53 the year**

space to set forth their attractions to the traveler.

There is one more reason greater than all the rest why people generally should be vitally interested in this subject. Travel, whether in this country or abroad, is the advance agent of distribution. Just as the automobile has brought our cities closer together and has moved rural communities nearer to the towns, the trip abroad makes us and our habits acquainted with people who had no living existence for us before we met them.

What all of us who have goods to sell want to know is how we can acquaint more and more people with our products. People who stay at home tend to become less and less receptive to new ideas. Travel, whether at home or in foreign lands, is nothing more or less than increased circulation and the more we can do to encourage it will inevitably tend to spread a knowledge of our habits among people who have already proved that they like our customs and will buy our goods.

Machinery Maker Advertises to Support the Cobbler

A campaign to encourage the public to differentiate between good and poor shoe repairing has been started by the United Shoe Repairing Machine Company of Boston in support of shoe repair men who use its machines. Newspaper space is being used with the copyright heading, "Separating the wheat from the chaff," which is also the theme of a booklet that is mailed on request.

The official sign, which the copy states "is backed by rigid inspection, awarded on merit, and stands for efficient service," is made prominent and the public is asked to look for it.

Machinery Advertising Manager

Available Jan. 1st

Technical education with ten years' experience with foremost manufacturers of scales, domestic water and light plants and power machinery. Two years agency work handling large machinery accounts.

Address "A. K.," Box 209, care of Printers' Ink

***The St. Louis Post-Dispatch
Announces
Direct Representation
In the
National Advertising Field***

Effective Commencing January 1, 1923

**EASTERN ADVERTISING OFFICE
NEW YORK**
World Building
R. A. Fletcher, Manager

**WESTERN ADVERTISING OFFICE
CHICAGO**
1917 Mallers Building
P. L. Henriquez, Manager

The Post-Dispatch takes this opportunity to express its appreciation of the faithful and aggressive service rendered by the S. C. Beckwith Special Agency during the twenty-six years it represented the Post-Dispatch in the National Advertising Field.

ST. LOUIS POST-DISPATCH
First in St. Louis

Sunday Circulation Average Daily Circulation Average
Now in Excess of Now in Excess of

410,000 180,000

*St. Louis is an EVENING newspaper town
and the POST-DISPATCH is THE newspaper*

Are You Getting Your Share of Business in New England?

What do these figures mean to your business?

	DWELLINGS	ELECTRICALLY WIRED DWELLINGS
United States.....	20,697,134	6,291,160
New England.....	1,255,964	644,050

Five per cent of the country's dwellings are in New England. Ten per cent of the country's wired dwellings are in New England.

Less than a third of the country's dwellings are electrically wired. But more than half of New England's homes are equipped with electricity.

This shows progressiveness. New England—America's oldest states—shows more initiative and up-to-dateness in this respect than any other group of states in the country.

New Englanders may be thrifty, but they want all the comforts of home. Electricity, electrical appliances, modern plumbing, heating plants, tile and marble, Victrolas, pianos and the host of other things that make the home a cheerful place.

Put your merchandise before a market that has the progressiveness as well as the money to buy and appreciate them. Put your message in the papers they read—the home daily newspapers of New England.

BURLINGTON, VT., FREE PRESS
Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 28,605 P. O.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 10,660 A. B. C.
Population 41,029, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN and LEADER
Daily Circulation 20,635 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 16,132 A. B. C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY
Daily Circulation 31,489 A. B. C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 72,552 P. O.
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A. B. C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir., 34,427 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Auction Sale at Poor Richard Club to Help the Needy

A Christmas party at the Poor Richard Club, Philadelphia, was turned into an auction sale of various articles of merchandise ranging from a baby carriage to a "Never-Stretch" mattress and a ton of coal—for immediate delivery when it was announced by the president, Charles A. Stinson, that the proceeds would go to give 400 poor children a real Christmas, with toys, food and a good entertainment. The sale brought over \$500, many of the articles being turned back to the auctioneer for re-auctioning.

A Basket Maker's Plans for 1923 Advertising

The 1923 advertising plans of the Burlington Basket Company, Burlington, Ia., call for the use of more than twenty national magazines in advertising "Hawkeye" refrigerator baskets. This advertising will be directed by the Porter-Eastman-Byrne Company, Chicago advertising agency.

Capper Publications Advance J. C. Feeley

J. C. Feeley, of the advertising staff of the Capper Publications in Chicago, has been made advertising counsellor of the publications and will serve both the Eastern and Western territory. Mr. Feeley has been with the Capper organization for a number of years.

Read-Miller Agency Becomes the William A. Ingoldsby Co.

William A. Ingoldsby has acquired complete ownership of the Read-Miller Company, Los Angeles and San Diego advertising agency, of which he had been general manager and part owner for many years. The name of the agency will be changed to the William A. Ingoldsby Company.

New Whittall Rug Campaign

The M. J. Whittall Associates of Worcester, makers of rugs, have started a national campaign in women's publications. The account is under direction of Charles H. Bradley, Jr., advertising agent, Boston.

Agricultural Advertising Manager Desires New Connection

Fourteen years advertising and sales promotion experience in the tractor, agricultural machinery and gas engine fields with leading corporations. A farm owner that can bring practical knowledge and a wealth of experience to the right company. Address "B. S." Box 210, Printers' Ink.

Everyday, In Everyyear,

for more than a quarter of a century, The

Portland Express
has printed and **SOLD**
more papers than any other
Maine newspaper.

And **TODAY** at Three Cents per copy, has the largest circulation in its history!

Largest Circulation of any Maine Daily

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*



Bureau of Canadian Information

The Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal is complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

THE CANADIAN PACIFIC RAILWAY

DEPARTMENT OF COLONIZATION AND DEVELOPMENT

Montreal, P. O.
325 Windsor Station
Chicago New York
140 S. Clark St. Madison Ave. at 44th St.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager. Atlanta Office: 704 Walton Building GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.75. Classified 55 cents a line, Minimum order \$2.75.

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ROBERT W. PALMER, Managing Editor
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D. M. HUBBARD	
London: Thomas Russell	

NEW YORK, DECEMBER 28, 1922

**Overzealous
Solicitation** The modern advertising agency has so far outgrown its original technical status as a broker of advertising space, that there is hardly a single activity of a business that it may not include within its sphere of influence. Anything that has a bearing upon the sale of a client's goods, or its relations with the public, from questions of corporation finance to simplification of the product or the location of branch factories, may be discussed with the agency executives with assurance of constructive assistance in arriving at a decision. Though the term "advertising agency" is probably permanently fixed in the language, it is entirely inadequate as a descriptive noun. The actual placing of advertisements before the public may actually be the smallest part of the constructive service which is rendered by the

advertising agency to its client.

The great importance of this development cannot be overestimated, but at the same time there is a certain danger in placing too much emphasis upon it, particularly when dealing with non-advertisers. There is no doubt that a great deal of agency solicitation is overzealous in this respect. The prospect is unintentionally led to believe that the adoption of a policy of advertising is a very complex affair, which may involve all sorts of changes and rearrangements in his already very comfortable business environment. The number of different things that the agency is prepared to do for him is bewildering. Does a mere campaign of advertising involve all that? he is likely to inquire. If I advertise must I be prepared to move my power plant to the opposite side of the factory, change the design of my product, and unsettle the habits of a smoothly working organization? It might be a good thing, of course, but we are quite comfortable as we are.

We have talked with a number of business men who have had advertising presented to them in that way. They have seriously considered it; have even been favorably disposed toward it; but the farther they went into the subject the more complex it appeared, and they were reluctant to undertake a policy which might lead in so many different directions. Overzealous solicitation kept them out of the advertising ranks, where a more simple and direct presentation of the case might easily have brought them in.

We are inclined to think that more emphasis might profitably be placed upon advertising as a simple and perfectly normal adjunct to a business, which can be applied to increase sales without disorganizing or disrupting existing relationships. The fact that the agency is prepared to render constructive service outside of its obvious and nominal functions may be stressed when the proper time comes, and the client is thoroughly convinced that his welfare lies in that direction.

Why Didn't They Try Advertising? After years of agitation, the people of Illinois appointed a constitutional convention to revise the basic law of that State. Manufacturers' organizations, local chambers of commerce, reform bodies, ministerial associations and even labor unions supported the revision idea. Seldom has there been such unanimity for any proposition, both major political parties recognizing and admitting the hopeless inadequacy of the old document.

The convention, which has been described as the most representative body that ever sat for a similar purpose, worked for many months and finally completed the draft to be submitted to the people. Practically every element in the State was represented, and its makers proudly set it forth as a constructive work which had their unanimous endorsement.

But at a special election on December 12 the new constitution was overwhelmed by one of the greatest negative votes in the history of politics. It was rejected in Chicago by a margin of nearly seven to one and in the down-State districts by about three to one.

In assigning reasons for the disaster, friends of the constitution now frankly admit it was caused by utter failure properly to present its provisions to the voters. The people wanted a new constitution but they were afraid of this one because they didn't know it well enough. They preferred the present one with all its shortcomings to something that was more or less in the dark.

"Why didn't you try advertising?" a leading Chicago business man, a member of the convention, was asked.

This is his reply:

"If we had seriously set out to sell this document to the people, and had made a real business matter out of it as I do the selling of goods in my store, it would have gone over. The laying of a foundation for administering the affairs of a great State surely is a business proposition. Why,

therefore, should business methods not be used in selling it to the people?"

Statements such as this give added force to a rapidly growing idea that the use of advertising space is the businesslike way of getting along in politics. Those with space to sell can do much for themselves and for others by pushing the idea along at this juncture. There is constructive thought given to showing business concerns how they can advance their interests by advertising. Who can say that attractive possibilities for all concerned are not offered by a similar application of advertising science to politics?

When the New Man Comes In

The entrance of a new executive into an established organization often causes a jar in the machinery. When an outsider is taken in and promoted over the heads of trusted employees a feeling of uncertainty is quite natural. Everyone is apt to wonder how safe his own job is and whether the new man is going to "clean house." If the new man is of the domineering type he is apt to build up a feeling of resentment among people who have served long and well. But there is one way adopted by the new vice-president of an old company which worked well and obviated all the usual disadvantages.

After twenty years of service with a big house, he lost his executive position due to a change of ownership. He was invited by an old friend to become vice-president and general manager of a totally dissimilar business. The first day on the job the new vice-president made it a point to have a little talk with almost every member of the organization. He didn't neglect the chief clerk, the telephone operator or the office boy. To each he talked as an equal, a new cog in the organization they were all helping to build on a firm foundation of mutual confidence. He told all of them that he knew next to nothing about the details of the new business and for that reason he needed a

lot of help which he knew every member of the organization would give him in full measure. He did know, he told them, how to get along with people and he hoped to prove it to them.

He showed a real interest in the work of each individual and how it fitted into the organization plan. The close contact started the first day he didn't allow to lapse, and it is still a matter of surprise to many people who didn't know the circumstances that the outsider who came in for a big job made good from the first day. He had fitted himself quietly and unobtrusively into the spirit of the organization and accomplished it by asking for friendship.

C. F. Ketterling, vice-president of the Dayton Engineering Laboratories Co., stated that it takes at least four years for a new business to develop an organization consciousness. It takes equally as long for some newcomers to become a real part of the spirit of a going organization. They often have been known to spoil it. But the man who asks help and gives forth friendliness can become a real force for good in the organization from the first day on.

**Danger of
Over-
Emphasis
on Price**

A very good indication of the return of business normalcy is the increasing number of manufacturers who are courageously giving prominence to the retail prices of their products. We do not mean the mere quoting of prices as an incidental part of their advertisements. That is always a good thing to do. Somehow an advertisement for a product which does not quote a price always seems comparable to a fully dressed man going to the theatre in his bare feet.

This is generally recognized, however. Most advertisers are now inclined to quote their prices, if trade conditions make it at all practicable. But as we said before, the mentioning of these prices is only incidental to the advertiser's main proposition. Few manufacturers find it advisable to

make the price so conspicuous that it becomes almost synonymous with the name of the product itself. Some concerns, however, are doing this. In marketing the pocket package of raisins, the Sun Maid Raisin Growers have played up the five-cent price almost as much as they did the small unit itself. More recently the manufacturers of Fatima cigarettes have been running a poster campaign in which the name, "Fatima," and the price, "18 cents," have been linked up as of equal importance.

There is no objection to this kind of merchandising, where it is reasonably certain that the present price will remain fixed for a long period of time. But if the price has to be changed occasionally, either up or down, there is bound to be trouble, because the price has become almost part of the trademark as a result of advertising. If such a contingency is likely, it is better to keep the price away from the trade-mark and instead to quote it only as part of the general proposition that is advertised.

The disastrous experience of Robert H. Ingersoll & Bro. is an example of the danger of over-emphasizing price. For years the Ingersoll watch and the dollar were synonymous. In fact, the company's much-advertised slogan was, "The watch that made the dollar famous." For years, though, the watch could not be profitably sold at a dollar. The price was continued, however, because to raise it would seem like throwing the advertising of a generation overboard. When an increase was finally made, after a costly delay, the damage was done.

So evidently it is not wise to make a definite price a too vital part of an advertised proposition. We are faced with a period of economic uncertainty. Even the best authorities are not agreed as to when or where the price level will become stabilized. Until it does become safely stabilized, most manufacturers will have to be content to quote their current prices as a matter of information and not attempt to fix the idea that these prices are necessarily permanent.

Use House Organ as Softener

(Written by Thomas Dreier)

Do you remember the Bud Fisher cartoon which pictured Jeff in jail wearing stripes with a ball and chain on his leg?

Jeff is at work on a stone pile, and is tackling a whopping big rock with a sledge hammer. Although he hammers away for a long time, the rock doesn't break.

Along comes Mutt, pushes Jeff aside, takes one swing at the rock and smashes it into a dozen pieces. Naturally Jeff is much disturbed by this. He looks at Mutt and then exclaims "Well, if I hadn't softened it up for you, you never could have done it at the first crack."

Properly edited sales house organs soften up the hardest and biggest prospects so that your salesman is given an opportunity to make a sale at the first call.

Why don't you let us get out a sales house organ for you that will soften your customers and prospects, so that the blows of your salesmen will be more effective?

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City

A Service for Big-Men



Articles describing the sales activities and advertising of the Durham-Duplex Razor Company and the industry in general, that appeared in the Printers' Ink Publications: "How Durham-Duplex Made August Its Biggest Month," September 22, 1922; "Putting the Whole Salesman to Work"—an interview with T. C.

Sheehan, president and general sales manager, Durham-Duplex Razor Company, September 14, 1922; "Do Inserts in Jobbers' Catalogues Pay?" (Monthly), September, 1922; "Durham-Duplex 'Priceless Sales' Invite the Public to Fix Prices" (Monthly), May, 1922; "The Scarcer the Supply the Stronger Is Safety-Razor Advertising," July 25, 1918.

The following officials of the Durham-Duplex Razor Co. are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated :*

Name	Title	Weekly	Monthly
T. C. Sheehan	President	Yes	Yes
W. H. Adams	Vice-President	"	"
C. de Rham	Advertising Mgr.	"	"
V. B. Hueber	For. Sales Mgr.	No	"

* Information furnished by
Durham-Duplex Razor Company

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

185 Madison Avenue, Corner of 34th Street, New York

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

The Little Schoolmaster's Classroom

THE Pennsylvania Railroad Company has evidently discovered that it is not always advisable to make negative requests of its patrons. The readers of the Classroom, no doubt, have often seen notices on menu cards and similar places in which diners are asked to report any dissatisfaction they may have experienced with the food or the service. In fact that is the customary way of handling the matter.

The traffic department of the Pennsylvania Railroad, however, is using reverse English in stating this usual epilogue to a meal. Here is the way it puts it: "Passengers are requested to report any unusual service or attention on the part of employees. This enables us to recognize the exceptional efficiency which we wish to encourage in our service."

The Schoolmaster is inclined to agree with this railroad that the positive statement is more effective. After all, people are inclined to air their grievances. They do not have to be invited to make complaints. The fellow who feels that he has been poorly served is usually not bashful about expressing himself. On the other hand, most persons are not very free with compliments. They may be enjoying a splendid service for years and never give voice to their appreciation. But the employer would like to learn of this satisfaction. He can accomplish more through rewarding efficiency than he can by merely frowning on inefficiency. Encouraging worthy employees is the way to build up a business. The slovenly or careless worker will eliminate himself automatically.

* * *

On one of his periodic foraging expeditions into the kitchen the Schoolmaster found himself studying the condition of the various packages that reposed on

the shelves. This led him to a study of the methods used by manufacturers in printing recipes.

He discovered several interesting facts. In most cases the cover was torn completely off the package. This means that a recipe printed on the cover was almost sure to be lost.

Most of the packages, however, had recipes printed on the side. On "dry" products, like flour and tapioca, for instance, these recipes were clear and easy to read. But on other packages, those containing raisins, or other moist products, the recipes were obscured.

It so happened that in the kitchen there was a card index of recipes—and a moment's study showed the Schoolmaster that the lady behind the pots and pans had torn out a number of recipes from advertisements and pasted them on the cards. He also noted that the same thing had happened to recipes that were printed on booklets enclosed in the packages. He found, however, no clipping from the packages themselves.

This led the Schoolmaster to wonder why no advertiser has ever tried the experiment of setting aside a certain space on his package that would be the size of the average card in a recipe index. If this was filled with recipes, the housekeeper could cut it out when the package is empty and insert it in her files.

As a result of his forages the Schoolmaster came to the conclusion that it is a waste of good printing to put a recipe on the top of the package and that in many cases a package booklet of recipes would be far more effective than recipes printed on the package itself.

There was one thing that struck the Schoolmaster unfavorably. That was that too many advertisers try to put all the recipes they know on the package. This means that they are printed in



FLEXLUME SIGNS

Always Suggest Quality

YOU will find that national advertisers, marketing a superior product, use Flexlume Electric Signs because they suggest quality in every line. It is not design alone, or color, or the ability to perfectly reproduce trademarks in raised, snow-white glass characters. There are many little points which give Flexlumes character, points small in themselves, but important when taken all together—superior construction, which is easily recognized. And back of every Flexlume is a service organization more than nation wide.

Flexlume Signs have a place in your advertising. Let us tell you all about them and send you a sketch showing a Flexlume to meet the needs of your business.

FLEXLUME CORPORATION
32 Kail Street

BUFFALO, N. Y.

FLEXLUME
CORPORATION



EXECUTIVE WITH UNUSUAL-LY BROAD EXPERIENCE is seeking another connection, on account of reorganization of concern with which connected, due to death of owner. Exhaustive experience in directing publicity work, backed up by both sales and production experience, involving hard to sell, technical products. Age 43, Christian. Available on short notice. No objection to small community. "N.C.," Box 203, P. I.

FOURTEEN POINTS POINT TWO

INITIATIVE—The able man cannot hawk his services without jeopardizing his standing and present connection. Nor can the employer go into the open market without embarrassment. We take the initiative. We find the man; we locate the position.

ROBNETT-HONES, Inc.
Personalized Vocational Service
20 W. Jackson Blvd., Chicago, Ill.

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman

Est. 1873

CHICAGO



JUST completed
J—character
studies that will
grip—hold and
convince. Drawings
by a nationally
known artist.

Write for proofs
today—Tomorrow you may forget.
Box 671, Kalamazoo, Mich.

Branch Managers Wanted
KARDEX
Write or Wire KARDEX CO.
TONAWANDA, N.Y.

five-point type, and are crowded, unattractive and hard to read.

* * *

The Schoolmaster has been greatly interested in a series of leaflets prepared by the Great Western Railway of England, which was described a few months ago in *Printers' Ink Monthly*. This series, called "The Line to Legend-Land Leaflets," recites a number of folk tales concerning various sections of England touched by the railway.

Recently there came to the Schoolmaster's desk two supplements to the series. These deal with "The Padstow May Day Songs" and "The Furry Day Song," which are sung on festival days in certain parts of England.

On the back of the leaflets the festivals are described. Both festivals and songs originated in mediaeval times and have been carried on, with minor modifications, to our day. On the inside of the leaflets the songs are printed, with both words and music.

The Schoolmaster feels that this series, and especially the supplements, represent really progressive railway advertising. They present to the casual traveler an interesting description of the country through which the railway passes, a description that goes beyond mere scenery to the things that lie deeper and have a greater appeal—the folk-lore of a country rich in legends. They offer an added incentive to travel and there can be no doubt that they are having a noted effect on lurking travelers to the Great Western Railway's England.

* * *

To the Schoolmaster's desk recently have come several cards issued by The Joseph & Feiss Company, of Cleveland. They are so interesting that he wants to pass news of them along to the Class.

A card was mailed each day for three weeks to the company's dealers and prospects. Through the cards the company hoped to induce the retailer to give thought

Wanted—

An experienced, capable advertising man for our Research Department as assistant to the Director.

This department serves clients directly and also indirectly through the creative advertising sections of the organization. Consequently, the man we want must have a knowledge of how advertising and selling work is done, and some acquaintance with the forms and methods of general business.

He must have a sufficiently practical training in these matters to be able to see the advertising and selling applications of market survey findings. He should have an investigative type of mind.

We do not want a statistician, although an acquaintance with the fundamentals of statistical methods would help. A man with "figure sense," who knows how to use figures, and interpret their meaning in terms of advertising and sales procedure, would fill the bill.

The man we take will be given a thorough training in our methods of market study and research, which are well established. He will be trained to assist the Director in all phases of the work, from the original planning of field surveys to the preparation of final reports with recommendations to clients.

Preferential consideration will be given to men in the early thirties, of good education, pleasing personality, and good working records. Only written applications will be considered.

Address the Director of Research

Fuller & Smith
Cleveland

HOW MUCH BUSINESS ARE YOU GETTING FROM PREMIUM BUYERS?

MILLIONS of dollars worth of high-class merchandise is bought every year by premium users.

You can get some of this business if your product is suitable as a premium and have the right plan for working this profitable field.

I am now making arrangements with several manufacturers of non-competing products to represent them exclusively in the premium field.

If interested, write "R. E.," Box 205, care of Printers' Ink.

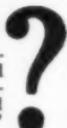
Advertising and Selling

Prospectus free. Address
Instructor in Advertising
Bryant & Stratton College
Buffalo, N. Y.

A thorough
training at a
famous school for a
great opportunity.

Am I the Man You Seek?

For 8 years I've produced resultful, merchandising copy and layout ideas. Want agency connection. Now employed. Will go anywhere. Address "W. H.," Box 207, care of Printers' Ink.



For Advertising and Sales Managers

Reduce Your Selling Costs

by using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. POSTAGE BUSINESS MAGAZINE is the monthly magazine of Direct Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

The "CLASSIFIED" Clearing House

NEW YORK ARKENBERG SPECIAL AGENCY CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Schoolmaster likes to believe that they do the work thoroughly. He cannot help feeling that one card like this a day for three weeks, taking only a moment of the dealer's time in the morning, must have had a salutary effect.

Death of E. E. Patton

E. E. Patton, who had been engaged in the advertising and publishing fields for a number of years, died at New York on December 16. He formerly had been an advertising solicitor with *The National Stockman and Farmer*, Pittsburgh, and at one time was with the *Practical Farmer*, Philadelphia. More recently Mr. Patton had been engaged in the publishers' representative field at New York. He was about 65 years of age.

Government Issues Report on Census of Publishing Industry

The Bureau of the Census, Washington, has issued a bulletin of statistics on the printing and publishing industry for the year 1919. The bulletin is a report on the fourteenth census of United States manufacturers which was taken in that year.

A Pacific Coast Campaign for Shingles

A campaign to advertise composition shingles will be conducted in Pacific Coast newspapers by the Pioneer Paper Company, Los Angeles. This campaign will be directed by Smith & Ferris, advertising agency of that city.

Manager of Advertising Wanted

by The Edward Malley Co.,
New Haven, Conn.

Applicant must be capable of writing interesting Department Store copy and have had experience in Department Store Sales Promotion. State full details of previous positions, salary wanted and submit two or three specimens of work.

Address "S. F.," Box 206,
care of Printers' Ink.

"Advertising Salesman"

WE want a high-calibre man who is now selling, or has sold lithography, outdoor advertising, high-class printing, or perhaps calendars. For such a man we have an exceptional opening selling litho-paint process cut outs, show cards and window displays to manufacturers in territory which you are now covering—this is a big proposition, offering excellent opportunities to a producer. Our line is unusual, our commission most liberal, backed by genuine co-operation. Write and tell us about yourself.

Litho-Paint Poster Co.
3737 Belmont Ave. Chicago, Ills.

**Circulation
60,000
Line Rate 50c.**

Member A. B. C.
Member A. P. A.

Advertising Representatives
JAMES M. RIDDLE COMPANY
Chicago New York Cleveland
Kansas City St. Louis
Atlanta San Francisco

**FARMER AND BREEDER
SIOUX FALLS, S. D.**

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

WANTED—Salesman to sell new syndicate feature to country weeklies and small dailies from 1,000 to 10,000 circulation. Good opportunity for right man. Address Syndicate, Box 658, care of Printers' Ink.

SALESMEN WANTED

An important bank publicity house has an opening for one or two high-grade traveling representatives with advertising sales experience. It is a good opportunity with large income possibilities. Box 662, Printers' Ink.

ARTIST

We have an opening in our Art Department for a Shoe Artist. Must be familiar with all details of work from laying out to finishing up in any medium. Steady position. State salary and experience. Box 659, Printers' Ink.

MEN WANTED

The advertiser is the publisher of a number of successful trade journals in Chicago, looking for young men who aspire to become advertising-space salesmen. The object of this ad. is to secure applications from young men who feel they have the call for this kind of work, and who would like the opportunity to test themselves out under favorable conditions, without nagging or undue pressure. The publications are established, prosperous, conservative, not the least in the fly-by-night or adventure class. The advertiser has a preference for filling his occasional important vacancies from self-developed material. Applicants must have groundwork in the advertising or publishing business. Among the class of young men who would qualify for this opening are employees of advertising agencies who feel they possess the selling instinct; editorial men who see no chance where now located, and prefer selling to writing; young solicitors on hopeless papers; newspaper or journal employees where the boss believes in boosting his own relatives, and the like. Selected men will be given a fair trial at a living but not an extravagant wage, to see if they are the kind of material we want to tie to for keeps. Please make your letter a real exposition of "why" you think you can deliver, who you are, and what you are now doing, just what you know about the publishing business, etc. Your letter will be treated with absolute confidence and returned to you if you desire. Instant action is not required. Think it over, and then write to A. X. L., Box 660, care of Printers' Ink.

MISCELLANEOUS

MECHANICAL ADVERTISING DISPLAYS for store windows (clock operated). **IDEAS PERFECTED.** Motion Sign Co., 274 Jay St., Brooklyn. Phone Main 2670.

BOOTH, EDWARD (OR EDWIN), a copy writer, formerly with John O. Powers. His address is wanted by an old-time friend who wants copy that only Booth can write. Box 663, P. I.

SLOGANS AND JINGLES—Apt, pithy, distinctive slogans, individualizing a product or business. Brief, catchy jingles for advertising originated. Unusual copy. Grey, 39 Irving Pl., Brooklyn, N. Y.

POSITIONS WANTED

WE CONNECT THE WIRES

SOME MAKER of textile, leather or rubber goods can increase the sales-power of his advertising staff by taking on our No. 11,311 at around \$3,000. Has made high score in agency and manufacturing positions, including sales letters, copy and layouts, classy printing and artwork. Under 30, college trained, courteous and efficient. Who has the right opportunity?

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

THINK THIS OVER

Young man, 28, married, experienced salesman, splendid personality, executive, good education, advertising experience trade-paper, speaks several languages. Al Army, business credentials. Box 666, P. I.

ST. LOUIS REPRESENTATIVE now handling two high-grade trade publications in Missouri, Illinois (outside Chicago) and southern Iowa, can handle another trade-paper or newspaper list. Must be first class. Box 665, P. I.

Man with eight years' experience in the buying and selling of national magazine, trade-paper and newspaper space wants to buy space for an agency where the space buyer is more than a rate clerk. Capable of meeting clients and conferring on their requirements. Box 669, P. I.

What Would You Do

if you needed a young man with 3 years' experience in advertising, embracing direct mail, sales correspondence, trade journal and newspaper advertising, and possessing other worth-while qualifications? Then send for him now. Location New York City. Box 668, P. I.

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Sunday City and Suburban	507,085

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1922